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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 81, NO .62 NEW YORK, U.S.A., MONDAY, APRIL 1, 1957 TEN CENTS

Reagan Announces

Name Mochrie, Byrne to New Loew's Posts

Both Appointed Assistant General Sales Managers

(Picture on Page 22)

Robert Mochrie, vice-president and sales manager for Samuel Goldwyn Productions, and John P. Byrne, Eastern division sales manager for Loew's Inc., have been appointed assistant general sales managers of Loew's, effective immediately, it was announced here at the weekend by Charles M. Reagan, vice-president and general sales manager.

In describing the appointments

(*Continued on page* 22)

Loew's Served Papers In Anti-Trust Action

Loew's, Inc. has been served with papers by the government in its civil anti-trust action against the company which alleges violation of the Sherman Act by the block-booking of feature motion pictures to television, Joseph R. Vogel, Loew's president said, following the film company's board of directors meeting here late last week. The papers were presented to the

(*Continued on page* 22)

To Testify Again on Minimum Pay Coverage

From THE DAILY Bureau

WASHINGTON, March 31—Exhibitor spokesmen are scheduled to testify Friday before a House Labor Subcommittee in opposition to Federal minimum wage coverage for theatres.

The subcommittee has scheduled

(*Continued on page* 22)

NCA Meeting Opens Tues.

Special to THE DAILY

MINNEAPOLIS, March 31 — Resignations from Twin Cities independent exhibitors from North Central Allied were revealed on the eve of its annual convention which opens at the Nicollet Hotel here Tuesday.

The first and most important resignation came from Ted Mann, Minneapolis circuit operator and a former (1951) president of NCA. His letter also covered the withdrawal of his partner, George Granstrom of St. Paul. It was also learned that other members would present their resignations to the NCA board at its

(*Continued on page* 6)

Cinerama Prod. Ends Bond, Debts: Sutliff

Cinerama Productions Corp. has eliminated non-recurring bank and bonded indebtedness totaling approximately $2,300,000 or $2.25 per share of outstanding stock, President Milo J. Sutliff declares in a letter to stockholders which also notifies holders that the annual meeting of the com-

(*Continued on page* 22)

Income Was $64,771,000

UA '56 Net Earnings Reported $3,106,000

Co. Files Registration Statement With SEC on Public Stock Offering

United Artists Corp., the last major motion picture company remaining in private hands, filed a registration statement with the Securities and Exchange Commission at the weekend and disclosed that its net earnings after taxes have risen under the control of the eight-man management team headed by Arthur Krim and Robert Benjamin from $313,000 in 1951 to $3,106,000 in 1956.

The securities to be offered by United Artists will comprise $10,000,000 of 6 per cent convertible subordinated debentures due 1969 and 350,000 shares of common stock. The stock offering will be made under an underwriting agreement with F. Eberstadt & Co.

As described in the SEC registration, UA was founded in 1919 and

(*Continued on page* 2)

Plan Rogers' Expansion Of Medical Research

Expansion of the Will Rogers Memorial Hospital medical research program to include other diseases will be announced at the combined entertainment industry dinner at the Waldorf Astoria Hotel here on June 19 planned as a testimonial to A. Montague, president of the Hospital. Harry Brandt, president of Independent Theatre Owners Association, will be chairman of the dinner.

Montague, Columbia vice-president and general sales manager, has for the past few years been urging

(*Continued on page* 6)

Consent Decree Ends Federal Suit Against National Screen, Others

By J. A. OTTEN

WASHINGTON, March 31—The Justice Department has announced a consent judgment settlement of its 1952 anti-trust suit against National Screen Service Corporation and seven major producers.

The suit had alleged that National Screen and the producers—all the major companies except Loew's — conspired to restrain interstate trade in trailers and accessories by agreeing that only National Screen would be permitted to make and distribute these items.

Consent judgments ending the suit were entered in New York District Court on Friday.

National Screen is enjoined from various practices, including the preventing of any producer from licensing competing trailer and accessory firms. The producers are required to

(*Continued on page* 6)

To Make 'Acre' on Location in Georgia

Sidney Harmon will produce, Anthony Mann will direct, United Artists will finance, and author Erskine Caldwell will help "God's Little Acre" in its Georgia production, and each of them holds 25 per cent in a picture which probably will cost more than $1,000,000, Messrs Harmon and Mann

(*Continued on page* 6)

Corporate Tax Rate Extension Becomes Law

From THE DAILY Bureau

WASHINGTON, March 31—President Eisenhower has signed into law a 15-month extension of the present 52 per cent corporate tax rate—until June 30, 1958.

1956 Academy and TV Awards Issue

PN1993
M43

PERSONAL MENTION

RUBE JACKTER, Columbia Pictures assistant general sales manager, has returned to New York from Acapulco, Mexico.

•

SI SEADLER, M-G-M advertising manager, will return to New York today following a vacation in Jamaica, B.W.I.

•

MARTIN DAVIS, Allied Artists eastern director of publicity and advertising, returned to New York over the weekend from the Coast.

•

ALBERT E. SINGLINGER, president of Singlinger & Co., Ridley Park, Pa., has returned there from Kansas City.

•

SIDNEY KRAMER, RKO Radio foreign sales manager, will leave here tomorrow for a tour of the company's Latin-American offices.

•

NORMAN KATZ, general manager of Associated Artists Productions in charge of foreign operations, has left New York for London.

•

MEL HEYMAN, M-G-M publicity office manager, has left here for a vacation in Miami.

•

EDWARD H. MAHONEY, vice-president and director of television for Cunningham & Walsh, advertising agency, will leave here this week for San Francisco and Los Angeles.

•

JERRY BRESLER, producer, arrived in New York yesterday from Hollywood.

•

MARCEL HELLMAN, British producer, returned to London on Saturday from New York.

•

WILLIAM GANDELL, head of exploitation for William Tell Productions, left here on Friday for the Coast.

House Record Set

Twentieth Century-Fox's "Anastasia" and "The King and I," which were double billed at the Boston Mayflower Theatre last Thursday, set a new house record of $1275 on the day following the Academy Awards presentation, according to the film company.

An American Premiere...

M.P. DAILY picture

HE'S HERE, and on the job this morning, facing "the big adventure" as his London colleagues called it, the selling of Rank British pictures directly to the American people. Kenneth Hargreaves listens to a briefing by his New York lieutenants, Steve Edwards (advertising) and Geoffrey Martin (publicity), at his new desk in the new, 729 Seventh Avenue offices, of Rank Film Distributors of America. Hargreaves as president, creator and director of the new unit will be introducing British star Kenneth More to a round of press receptions and honors this week and April 10, 11, and 12, along with sales manager Irving Sochin, will preside at the Park Sheraton during Rank America's first sales convention.

UA's Income

(*Continued from page 1*)

from 1946 until 1951 the fortunes of the company declined. In 1948, 1949 and 1950, the company sustained substantial losses. At this point, the Benjamin-Krim group assumed control of UA and was able to report a net profit within one year.

Six-Year Advance Shown

Gross income and net earnings have continued steadily upwards. In 1951, UA had a gross income of $20,136,000 and net earnings after taxes of $313,000. In 1952, gross income was $29,468,000 and net earnings of $414,000. In 1953, gross income was $38,893,000 and net earnings after taxes was $621,000. In 1954, gross income was $43,837,000 and net earnings were $899,000. In 1955 gross income was $54,470,000 and net earnings were $2,682,000. In 1956, gross income was $64,771,000 and net earnings were $3,106,000. The registration statement pointed out that the 1953 income and earnings of UA do not include a profit of $1,897,000 on the sale of investment in an affiliated company.

The offering of securities to the public is expected to be made during the latter part of April by a nationwide group of underwriters headed by the Eberstadt company.

Net proceeds from the sale of the $10,000,000 debentures and 250,000 shares for the corporation account will be used by UA to retire certain outstanding debt and to increase working capital.

The remaining 100,000 shares to be sold for the account of the management group and a substantial portion of the net proceeds from this sale will be applied by them toward the payment of indebtedness incurred in connection with the acquisition of beneficial interests in the company's stock. After this sale, the management group will still own 650,000 shares of Class B common, a substantial majority of the company's stock to be outstanding after the offering.

Many New Theatres For Mexican Provinces

MEXICO CITY, March 31—Theatre building in the Mexican provinces is continuing apace, according to a report from here. The Operadora de Teatros circuit will build ten theatres in as many key towns on the North Central Pacific Coast, in addition in two more in Chihuahua.

Promote Ishikawa

Walter Branson, RKO's vice-president, in charge of world-wide distribution, has announced the promotion of Toshishige Ishikawa as general manager for RKO in Japan. The appointment becomes effective today.

..of Drive-in

All Weather Theatre to Ope

The new All-Weather Drive Theatre, now being built on Ro 27 near the Nassau-Suffolk Cou Line in Copake, Long Island, will open in time for the Easter holid according to Joseph M. Seider, pr dent of Associated Prudential Th tre. The structure will combine outdoor viewing area, accommodat 2,500 cars, with an enclosed mot picture theatre seating 1,500. In dition it will have a children's pl ground, a commissary and a co pletely equipped restaurant serv full-course meals.

⊙

Hartford Prices Uniform

Metropolitan Hartford, Conn., door theatre admission is now a form 75 cents. Last holdout aga general boost from 70 to pres price, the Blue Hills Drive-In, Bloo field, Conn., has finally announce price raise.

⊙

Schmidt Named Manager

Robert Schmidt was named m ager of the Atlantic Drive-In n Pleasantville, N. J., a Walter Re operation which has reopened for new season.

⊙

Take over Bethlehem Unit

Si Fabian and Al Boyd have tal over the operation of the Bethleh Drive-In, Bethlehem, Pa.

Philippines and Japan On Agenda for MPEA

Remittance problems in the Phi pines and in Japan will highli the agenda of tomorrow's meeting the board of directors of the Mot Picture Export Association he Other items on the agenda inclu a labor problem in Chile, Brazil expenses, and an international mat in Italy, according to an MPEA c cial.

'St. Louis' Contest

ST. LOUIS, March 31 – A Sp of St. Louis airplane model build contest, designed as one of the hi lights of the local campaign for W ner Bros.' "The Spirit of St. Lou is being conducted by the Instit of Aeronautical Sciences, in conju tion with the McConnell Airc Company, the Academy of Mo Aeronautics and the St. Louis Glo

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Ste Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vinc Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Ot National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Edi Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Si avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Th J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, e published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fa Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 forei Single copies, 10c.

DITORIAL

ppraising the irst Sweepstakes

By Sherwin Kane

HIS year, for the first time, the nation's theatres were given an opportunity to tie in directly with e annual Academy Awards through e locally-conducted Sweepstakes ntests.

The results, according to officials COMPO, under whose aegis the ntests were staged, were far better an had been expected in view of e obstacles that arose to prevent eir being planned and launched fficiently in advance to assure their ccess in all situations.

•

It is almost certain that the Sweepakes will be repeated and that nple time for their smooth funcning will be allowed next year.

COMPO estimates that in the ighborhood of 2,500 theatres in all rts of the country and in Canada rticipated in the first Sweepstakes wards contest.

It is too early to estimate how any theatre patrons participated, it it is conservatively estimated that ere were several thousand to a eatre. Hence, the total must have en substantially into the millions.

•

With earlier and, hence, more carel planning than was possible this ar, it is apparent that the number theatre and patron participants can greatly increased next year. This particularly true if, as the Sweeps iginally was planned, it is made national rather than local contest, th prizes of correspondingly greater traction being posted.

Also, it would seem the contest uld be strengthened further if the st-Awards phases originally conived by Robert Taplinger, of War r Bros., are employed to keep inrest alive, perhaps even to enhance for long after the Academy Awards esentations.

•

Not to be overlooked as one of the lues of the Sweepstakes is the oprtunity it affords many theatres to in with local newspapers in concting the contest. In that healthy lationship are the opportunities to prove theatre public relations and establish a valuable ally for the eatre throughout the year.

The Academy Award Sweepstakes its first tryout has earned the right a permanent place on the theatre's lendar.

'56 Academy Award Winners

BEST PICTURE:

"AROUND THE WORLD IN 80 DAYS," Michael Todd Co., United Artists.

BEST PERFORMANCES:

Actor—YUL BRYNNER in "The King and I," 20th Century-Fox.
Actress—INGRID BERGMAN in "Anastasia," 20th Century-Fox.
Supporting Actor—ANTHONY QUINN in "Lust for Life," MGM.
Supporting Actress—DOROTHY MALONE in "Written on the Wind."

BEST DIRECTION:

GEORGE STEVENS for "Giant," Giant Production, Warner Bros.

BEST WRITING:

Story—ROBERT RICH for "The Brave One," King Brothers, RKO Radio.
Screenplay—JAMES POE, JOHN FARROW and S. J. PERELMAN for "Around The World in 80 Days," Michael Todd Co., United Artists.
Story and Screenplay—ALBERT LAMORISSE for "The Red Balloon," Films Montsouris, Lopert Films Distributing Corp. (French).

BEST ART DIRECTION:

Black-and-White—CEDRIC GIBBONS and MALCOLM F. BROWN for "Somebody Up There Likes Me," MGM.
Color—LYLE R. WHEELER and JOHN DE CUIR for "The King and I."

BEST CINEMATOGRAPHY:

Black-and-White—JOSEPH RUTTENBERG for "Somebody Up There Likes Me," MGM.
Color—LIONEL LINDON for "Around the World in 80 Days," Todd-UA.

BEST COSTUME DESIGNS:

Black-and-White—JEAN LOUIS for "The Solid Gold Cadillac," Columbia.
Color—IRENE SHARAFF for "The King and I," 20th Century-Fox.

BEST FILM EDITING:

GENE RUGGIERO and PAUL WEATHERWAX, for "Around the World in 80 Days," Michael Todd Co., United Artists.

BEST SOUND:

"THE KING AND I," 20th Century-Fox Studio Sound Department.

BEST MUSICAL ACHIEVEMENTS:

Scoring of a Musical—ALFRED NEWMAN and KEN DARBY for "The King and I," 20th Century-Fox.
Dramatic or Comedy Film—VICTOR YOUNG, for "Around the World in 80 Days," Michael Todd Co., United Artists.
Song—JAY LIVINGSTON and RAY EVANS, for music and lyrics to "Whatever Will Be, Will Be," from "The Man Who Knew Too Much," Filwite Prods., Paramount.

BEST SHORT SUBJECTS:

Cartoon—"MISTER MAGOO'S PUDDLE JUMPER," U.P.A., Columbia, Stephen Bosustow, Producer.
One-Reel—"CRASHING THE WATER BARRIER," Warner Brothers, Konstantin Kalser, Producer.
Two-Reel—"THE BESPOKE OVERCOAT," George K. Arthur, Romulus.

BEST DOCUMENTARIES:

Short Subject—"THE TRUE STORY OF THE CIVIL WAR," Camera Eye Pictures, Louis Clyde Stoumen, Producer.
Feature—"THE SILENT WORLD," Filmad-F.S.J.Y.C.—Columbia.

SPECIAL EFFECTS:

"THE TEN COMMANDMENTS," Motion Picture Associates, Para., J. P. Fulton.

BEST FOREIGN FILM

"LA STRADA," Ponti-De Laurentiis Production, Trans-Lux Distributing Corp.

this year... next year... every year **20th HAS**

HAS THE MOST OF THE BEST

THE IRVING THALBERG AWARD

for the most consistently high quality production to

BUDDY ADLER

THE BEST
ACTRESS

INGRID
BERGMAN
for her performance in
"ANASTASIA"

THE BEST
ACTOR

YUL
BRYNNER
for his performance in
"THE KING AND I"

THE BEST

MUSICAL DIRECTION:
Alfred Newman · Ken Darby

COLOR COSTUME DESIGN:
Irene Sharaff

COLOR ART and SET DECORATION:
Lyle R. Wheeler · John de Cuir (ART)
Walter M. Scott · Paul S. Fox (SET)

SOUND RECORDING:
E. Clayton Ward · Warren Delaplain

for **"THE KING AND I"**

SPYROS P. SKOURAS
15th ANNIVERSARY
CELEBRATION
with the most of the best
pictures in our entire history!

Rogers Plan

(*Continued from page* 1)

an expanded medical research program for the Will Rogers Memorial Hospital, which has only specialized in tuberculosis.

A distinguished array of industry leaders and all company presidents will form an honorary committee. Paul N. Lazarus, Jr., vice-president of Columbia, has been named chairman, public relations committee.

To Make 'Acre'

(*Continued from page* 1)

said Friday in New York, where they have been casting.

They won't submit the script to the production Code, and it's only possible they'll submit the picture, but not probable. The story is an "American classic", they aver, and stands on its merit, certified they claim, by "200 American critics", and cleared on pornography, they insist by court decisions quoted in published editions.

They'll be certain, they say, to cast the southern family they intend to depict, accurately; they'll rehearse in Hollywood three weeks; they'll shoot in Georgia homes and mills and farms; and they'll emerge after 46 weeks with "reality," they promise.

—F. S.

National Screen Suit Settled

(*Continued from page* 1)

license any trailer-accessory firm that can provide national distribution facilities on a reasonable business basis.

Assistant Attorney General Victor R. Hansen, head of the anti-trust division, declared that the judgments filed Friday "should effectively terminate allegedly monopolistic and restrictive practices with regard to the production and distribution of trailers and accessories in the motion pictue industry, and provide an opportunity for qualified concerns to enter the field in competition with National Screen."

The original suit named as defendants National Screen and these producer - distributors: Paramount Pictures Corp., Warner Brothers Pictures Inc., Warner Brothers Pictures Distributing Corp., 20th Century-Fox Film Corp., RKO Radio Pictures, Inc. United Artists, Columbia Pictures Corp., and Universal Pictures Co., Inc. All these companies signed the consent judgment Friday.

The Government's suit, filed in April, 1952, dealt with production and distribution of trailers and accessories such as posters, signs and color sheets, still pictures and other advertising matter. Justice charged National Screen with monopolizing interstate trade and commerce in this field by manufacturing and distributing substantially all trailers and accessories used in the United States; acquiring the assets and control over principal manufacturers or distributors of trailes and accessories; restraining exhibitors from using trailers made and distributed by others; and limiting the extent to which poster exchanges compete with National Screen in the distribution of accessories.

Restraint of Trade Charged

National Screen and the defendant producers were charged with restraint of trade by entering into an agreement under which only National Screen would be permitted to make and distribute trailers and accessories.

The two Warner companies were charged with conspiracy with National Screen only in regard to the production and distribution of accessories, Justice said, and a separate consent judgment applies to them.

Under the judgment, National Screen is enjoined "from preventing any motion picture producer from licensing others to make and distribute trailers and accessories." It also may not acquire any interest in competitors or discriminate against exhibitors using trailers and accessories made by others. In addition, the judgment prohibits National Screen from preventing any person from obtaining such materials from companies other than National Screen.

Exclusivity Ended

The judgment requires the producer companies to license on a "non-exclusive, reasonable royalty basis the production and distribution of either trailers or accessories to anyone who can meet reasonable business standards and provide national distribution facilities and service for all feature motion pictures released by licensing producers."

These defendants are also prohibited from "discriminating among applicants for licenses and from agreeing with any licensee as to the prices to be charged exhibitors for such materials."

Herman Robbins, chairman of the board of National Screen Service, said here at the weekend on the signing of a consent decree in the U. S. vs. National Screen, et al:

"We are pleased with the disposition of this matter. We have cooperated fully with the government in achieving its objectives of an open competitive market. Many years ago we gave up exclusivity in our contracts with distributors. We have agreed with the government to maintain this non-exclusivity.

"As to the other provisions of the Consent Decree, forbidding forcing and certain other trade practices, the decree specifically recites that National Screen has denied any wrongdoing in these or any other matters, and that this consent decree does not constitute an admission, nor is it a finding directly or indirectly, that Na tional Screen has done anythin wrong. It is in this spirit that we hav voluntarily agreed to be enjoine from practices we do not engage i

"We are pleased to have been re lieved of the burdens of this litiga tion so that we can give our fu energy to serving exhibitors in th most efficient way and at the mos reasonable price possible in an in flated market."

NCA's Meetin

(*Continued from page* 1)

preconvention meeting here tomo row.

Benjamin N. Berger, retiring pre dent of NCA, had no comment make on the resignations other th to say that he would support a state organization whether it was a filiated nationally or not, but that will "refuse to participate in a strictly Twin Cities exhibitors' ganization."

The retiring NCA president sa that the board tomorrow will fi decide whether it will recommend th the unit be disbanded or continu and, if the latter, what financing w be and whether it should contin its national affiliations.

The urban revolt against NCA b gan early this year when exhibito expressed dissatisfaction with t policies of Berger, president for t last 11 years with the exception Mann's term in 1951, but even wh Berger announced that he would r fuse a new term dissatisfaction co tinued.

Meanwhile, E. L. Peaslee of Sti water, a former NCA president a now head of the nominating and co vention steering committee, has ma no report on possible choices as Be ger's successor.

Other convention activities will i clude a farewell speech from Berg as well as addresses by Julius G don, new national Allied presiden and Jack Kirsch, president of Alli of Illinois.

MPAA Group Discusse Business Building Pla

The advertising and publicity d rectors committee of the Motion Pi ture Association of America met he at the weekend to discuss the indu try business building campaign an the group's future activities, accor ing to an MPAA representative.

The advertising-publicity grou also discussed the preparation of report on its activities for present tion to the MPAA board of directo on April 8, it was said.

The group did not discuss or a upon a proposal concerning a Ne York City summer film month. Th discussion on the proposal was to b launched by Harry Brandt, preside of the Independent Theatres Owne Association, but Brandt did not a pear before the committee due illness.

"Great job. Great picture. An 'Oscar' performance, Hank!"

"I suppose I'll have to make personal appearances all over the country, now."

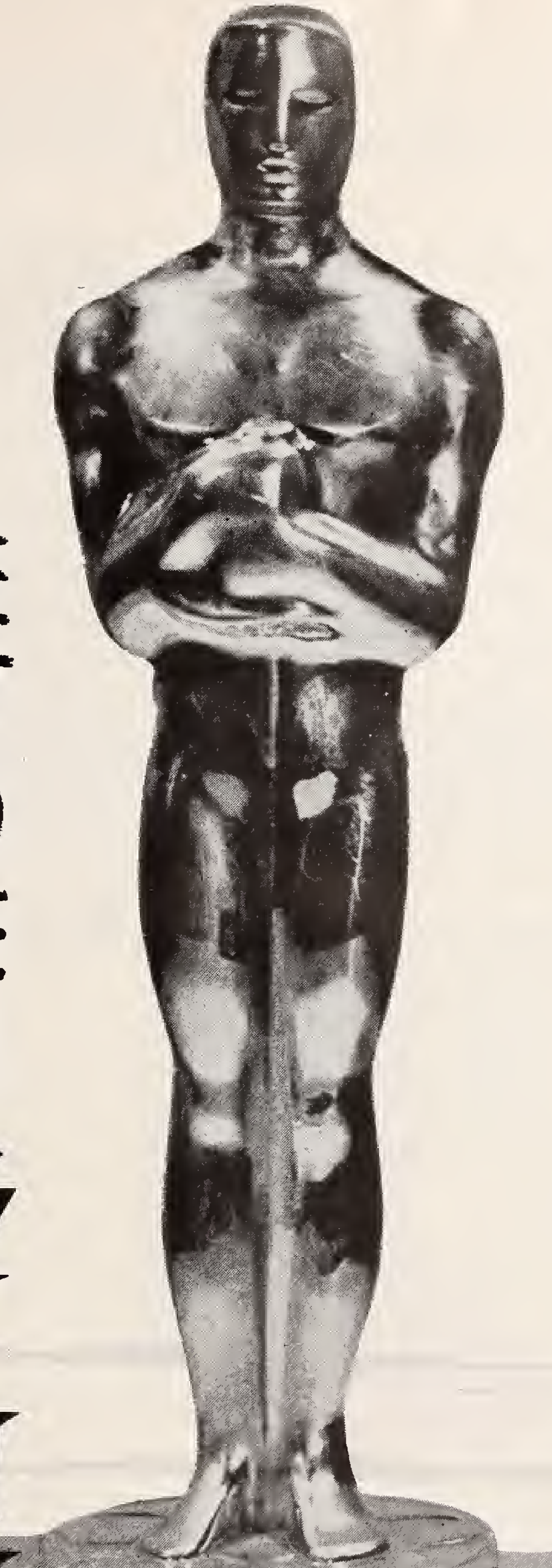
"Just one, this time... and you won't even have to be there!"

"Make sense!"

"Sure. We're running a full-page ad in The Saturday Evening Post with a picture of you from the big scene!"

"Now that's how I like to travel!"

"Best way! Over 5 million copies a week! And many more readers . . . the type who really go for a good story! Matter of fact, I made the choice when I realized how many topflight stories we've bought right out of the Post!"



THE
BEST
DIRECTED
PICTURE
IS
GIANT

AND
WARNER
BROS.
CONGRATULATES
YOU
GEORGE STEVENS

My Sincere Appreciation To Everyone

Dorothy Malone

Best Performance by a Supporting Actress

"WRITTEN ON THE WIND"

Universal-International

1956 Academy Award Winners

BEST PICTURE: Shirley MacLaine, David Niven and Cantinflas in Michael Todd's "Around The World in 80 Days," a United Artists release.

BEST DIRECTOR: George Stevens for "Giant," a Warner Bros. release.

Academy's Technical, Honorary Awards

HONORARY AWARDS

IRVING G. THALBERG MEMORIAL AWARD—Buddy Adler, executive in charge of production at 20th Century-Fox.

JEAN HERSHOLT HUMANITARIAN AWARD—Y. Frank Freeman, vice-president, Paramount Pictures.

SPECIAL HONORARY AWARD — Eddie Cantor.

TECHNICAL

CLASS I and II—None.

CLASS III—Richard H. Ranger of Rangertone, Inc., for developing a synchronous recording and reproducing system for quarter-inch magnetic tape.

Ted Hirsch, Carl Hague and Edward Reichard, Consolidated Film Industries, for an automatic scene counter for laboratory projection rooms.

To the Technical Department, Paramount Pictures Corp., for the engineering and development of the lightweight horizontal - movement VistaVision camera.

Roy C. Stewart and Sons, to Dr. C. R. Daily, and to the Transparency Department, Paramount, for the engineering and development of rear-projection screens.

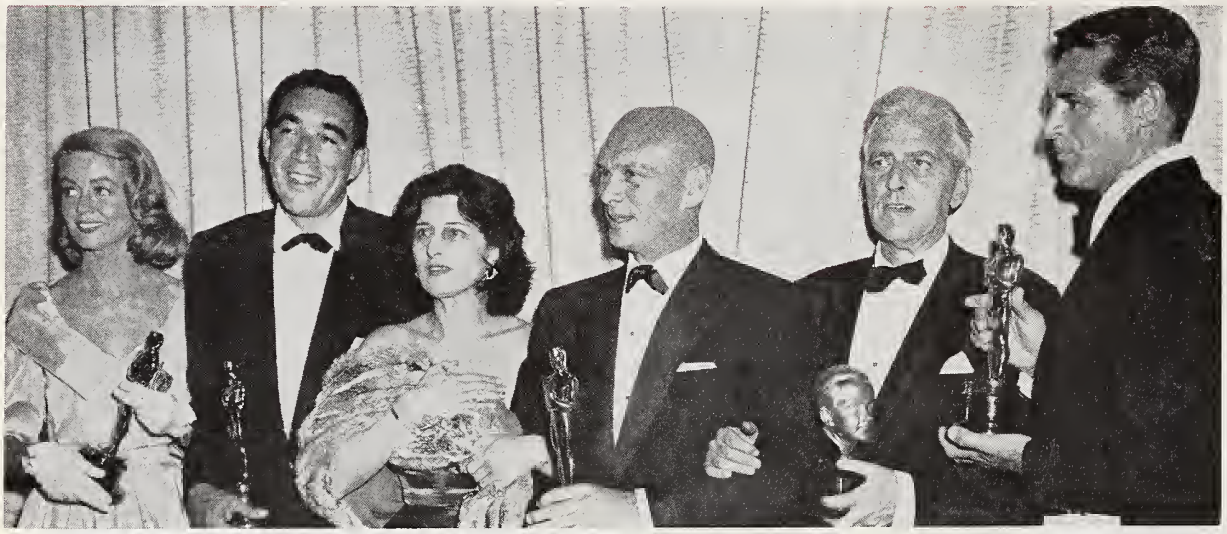
To the Construction Department at M-G-M for a new hand-portable fog machine.

Daniel J. Bloomberg, John Pond, William Wade and the engineering and camera departments of Republic studio, for the Naturama adaptations of the Mitchell camera.

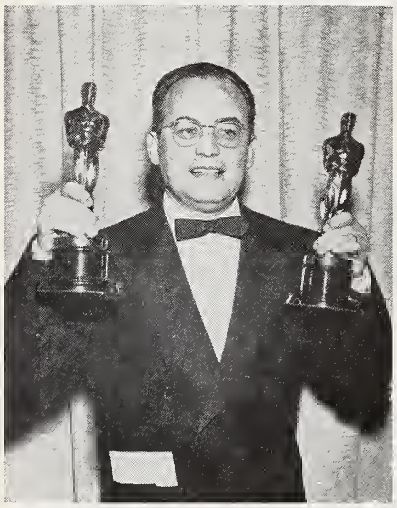
BEST ACTOR AND ACTRESS: Ingrid Bergman (above) for "Anastasia" and Yul Brynner (right) for "The King and I," both produced by 20th Century-Fox.

BEST SUPPORTING ACTOR AND ACTRESS: Dorothy Malone (left) for Universal's "Written on the Wind" and Anthony Quinn (above) for MGM's "Lust for Life."

The Presentations... in Hollywood



From left: Dorothy Malone, sup porting actress; Anthony Quinn supporting actor; Anna Magnan a presenter; Yul Brynner, best ac tor; Buddy Adler, Irving Thalber Award; Cary Grant, who accepte for Ingrid Bergman, best actres



Dino DeLaurentiis, producer of "La Strada," accepts for himself and Carlo Ponti.

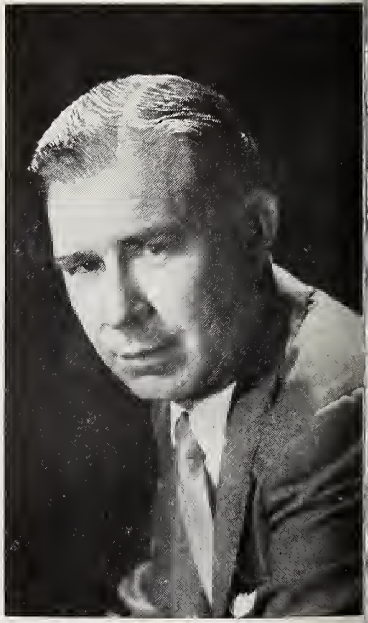
George Stevens, named best director, for his "Giant," Warner Bros.

Mike Todd, producer of the winning film, is congratulated by his wife, Elizabeth Taylor, left, and Janet Gaynor.

...and in New York

Jacques Cousteau, left, producer of "The Silent World," best feature documentary, with Celeste Holm, mistress of ceremonies in New York.

Hermione Gingold, below, whose acceptance of the best screenplay award for S. J. Perelman was a laugh highlight of the New York ceremonies.



George Seaton, president of the Acad emy of Motion Picture Arts and Science

W. J. GERMAN, INC.

AGENT

For the Sale and Distribution

of

EASTMAN PROFESSIONAL
MOTION PICTURE FILMS

Congratulates
all of the

ACADEMY
AWARD
WINNERS

FORT LEE, N. J. CHICAGO, ILL. HOLLYWOOD, CALIF.

The "best dramatic series" of the year

(HAS ROOM FOR ONE MORE ADVERTISER)

PLAYHOUSE 90 set out to do something that had never before been tried in television:

To offer a nationwide audience the important dramatic entertainment that can be achieved only by using sufficient time to develop the full potentialities of plot and character.

To contribute a new dimension to the medium by presenting an hour and a half of this full-scale drama every week on a *regularly scheduled* basis.

The achievement proved even more exciting than the idea.

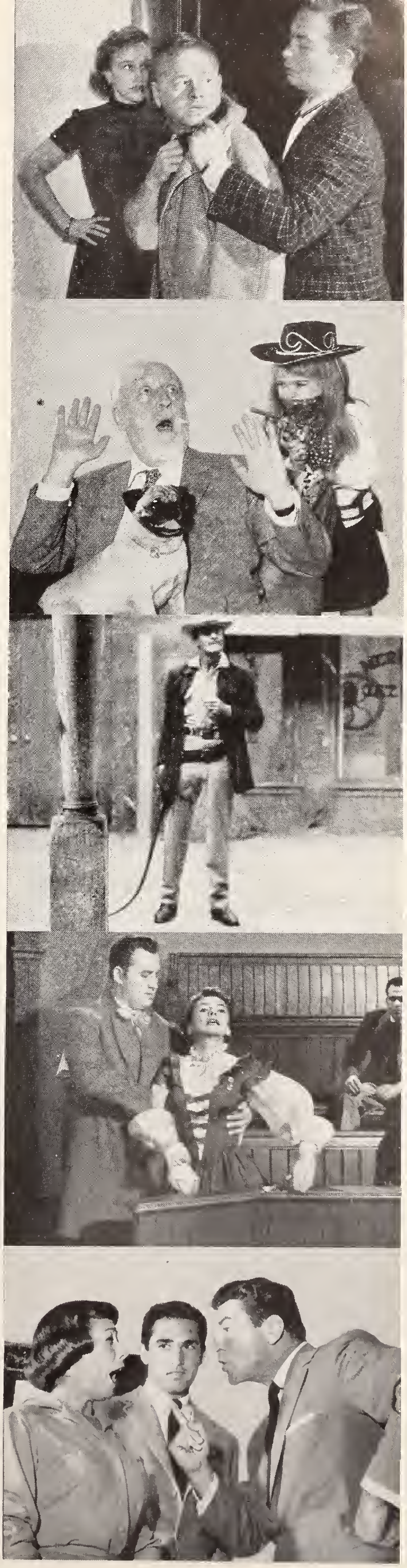
It won the sustained applause of the nation's critics, who continue to give serious attention to each production.

It captured the enthusiasm of the nation's best writers and performers, anxious to take part in an adventure that gave full scope to their talents.

Its unique accomplishments were recognized *for the 18th time* this season with the announcement of the "Emmy" awards the other day.

But the most important reward is the enthusiasm of 25 million intensely loyal viewers who return week after week for the next production.

The advertiser who sponsors the only remaining segment of *Playhouse 90* will inherit all the extra values of a program that each week generates new excitement as it continues to make history on **CBS TELEVISION**



Sweepstakes Create Favorable Publicity

Reports Filed With COMPO By Exchange

The Council of Motion Picture Organizations, which conducted the Academy Awards Sweepstakes, has reported that the industry contest exceeded expectations and developed a huge amount of favorable publicity for both exhibition and the motion picture industry generally.

At least 30 newspapers, 2,600 theatres and two radio stations have acclaimed the Sweepstakes as an outstanding success and have urged that it be made an annual event.

All exchange areas reporting on the success of the contest urge that theatre patrons and operators liked the contest. A summary of their reports follow:

BOSTON — All five daily newspapers printed the entry blanks each day and gave the Sweepstakes extensive editorial coverage. Prizes were contributed by local merchants.

CHICAGO — With 150 theatres participating and an overwhelming public response, the Sweepstakes was reported to be one of the most successful movie contests ever staged in the city. Prize awards totaled $10,000

CINCINNATI — The Cincinnati Times-Star joined 70 exhibitors in promoting the contest in that city with total cash prize awards of around $1,500. Half of the prize money was contributed by the Times-Star and half by the participating theatres. Despite good newspaper coverage the number of entries was disappointing. This was attributed to the fact that several of the pictures figuring in the nominations had not been played by participating theatres. Herman Hunt, a committee member, reported that both exhibitors and patrons preferred the Audience Award type of promotion.

DALLAS — Texas theatres, which have been conducting somewhat similar contests in past years, reported that this year's contest was the most successful ever held. In Dallas, 35,000 entries were received in 21 participating theatres, or more than double the total of 16,000 recorded a year ago. In the 23 other cities and towns in which the Interstate Circuit theatres participated, entries totaled 145,000, and ran about 30 per cent above the number recorded last year. Co-sponsors included such outstanding newspapers as the Dallas Morning News, Houston Press, Fort Worth Star-Telegram and San Antonio Express, all of which printed a daily entry blank.

WASHINGTON, D. C. — Managers of the campaign in 76 theatres of the Metropolitan D. C. area reported that both theatre operators and patrons liked the contest. An original printing of 100,000 ballots was quickly exhausted as was a second printing of the same amount. Less than 20,000 ballots of a third 100,000 printing remained as the contest ended. Participating theatres spent $5,500 for advertising and promotion, not including prizes, valued at $6,500.

ATLANTA — The contest in the Atlanta's territory, confined largely to subsequent run theatres, picked up considerable momentum after a slow start. Considerable interest was reported among teen-age groups. Prizes valued at several hundred dollars included a high-fi outfit with a complete set of records, a vacuum cleaner and theatre passes.

NASHVILLE — Local exhibitors raised a promotion fund of $1,200, part of which was used for expenses and the balance for prizes, with additional prizes, valued at $1,000, contributed by local merchants. The Nashville Tennessean acted as co-sponsor and gave the contest, described by its promoters as "one of the most successful ever held," extensive publicity. In Nashville 1,600 entries were deposited in one theatre and 1,400 in another. Winne will be announced in a special sprea of the Tennessean this Sunday.

NEW ORLEANS — Despite th fact that it followed soon after th annual Mardi Gras celebration, th contest is reported to have arouse widespread public interest in the Ne Orleans area. Every first-run theat in New Orleans joined the promotic as did theatres in about 40 oth towns and cities in the exchange are Prizes consisted of merchandise co tributed by local merchants and the tre passes.

As is usual in contests of th scope, McCarthy said, there were few weak spots and some complaint In Milwaukee, for instance, the co test did not take hold as well expected, due, it was said, to th failure to obtain 100 per cent circu and exhibitor cooperation Successf campaigns were reported, howeve in Oshkosh and Green Bay, Wis where there was also good newspap support

Complaints centered largely on th length of the entry blank and th fact that movie patrons, particularl in some of the smaller situations, ha not yet had an opportunity to se some of the pictures nominated. Diff culty in promoting suitable prizes i some of the smaller towns and citie also led to suggestions for a natio wide prize contest in which patro of large and small theatres coul compete for prizes on an equal basi

PRINCIPAL ACADEMY AWARD WINNERS--1928-1956

Year	*Best Picture*	*Best Actor*	*Best Actress*	*Supporting Actor*	*Supporting Actress*	*Best Director*
1928	Wings—Para.	Emil Jannings	Janet Gaynor			Frank Borzage* Lewis Milestone*
1929	Broadway Melody—MGM	Warner Baxter	Mary Pickford			Frank Lloyd
1930	All Quiet on Western Front—U	George Arliss	Norma Shearer			Lewis Milestone
1931	Cimarron—RKO	Lionel Barrymore	Marie Dressler	*(Awards in these categories were not begun until 1936)*		Norman Taurog
1932	Grand Hotel—MGM	Fredric March	Helen Hayes			Frank Borzage
1933	Cavalcade—Fox	Charles Laughton	Katharine Hepburn			Frank Lloyd
1934	It Happened One Night—Col.	Clark Gable	Claudette Colbert			Frank Capra
1935	Mutiny On Bounty—MGM	Victor McLaglen	Bette Davis			John Ford
1936	Great Ziegfeld—MGM	Paul Muni	Luise Rainer	Walter Brennan	Gale Sondergaard	Frank Capra
1937	Life of Zola—WB	Spencer Tracy	Luise Rainer	Jos Schildkraut	Alice Brady	Leo McCarey
1938	You Can't Take It With You—Col.	Spencer Tracy	Bette Davis	Walter Brennan	Fay Bainter	Frank Capra
1939	Gone With Wind—MGM Selznick	Robert Donat	Vivien Leigh	Thomas Mitchell	Hattie McDaniel	Victor Fleming
1940	Rebecca—UA Selznick	James Stewart	Ginger Rogers	Walter Brennan	Jane Darwell	John Ford
1941	How Green Was My Valley—Fox	Gary Cooper	Joan Fontaine	Donald Crisp	Mary Astor	John Ford
1942	Mrs. Miniver—MGM	James Cagney	Greer Garson	Van Heflin	Teresa Wright	William Wyler
1943	Casablanca—WB	Paul Lucas	Jennifer Jones	Charles Coburn	Katina Paxinou	Michael Curtiz
1944	Going My Way—Para.	Bing Crosby	Ingrid Bergman	Barry Fitzgerald	Ethel Barrymore	Leo McCarey
1945	Lost Weekend—Para.	Ray Milland	Joan Crawford	James Dunn	Anne Revere	Billy Wilder
1946	Best Years of Lives—RKO-Goldwyn	Fredric March	Olivia de Havilland	Harold Russell	Anne Baxter	William Wyler
1947	Gentleman's Agreement—Fox	Ronald Colman	Loretta Young	Edmund Gwenn	Celeste Holm	Elia Kazan
1948	Hamlet—U-Rank	Laurence Olivier	Jane Wyman	Walter Huston	Claire Trevor	John Huston
1949	All the King's Men—Col.	Broderick Crawford	Olivia de Havilland	Dean Jagger	M. McCambridge	J. L. Mankiewicz
1950	All About Eve—Fox	Jose Ferrer	Judy Holliday	George Sanders	Josephine Hull	J. L. Mankiewicz
1951	An American in Paris—MGM	Humphrey Bogart	Vivien Leigh	Karl Malden	Kim Hunter	George Stevens
1952	Greatest Show on Earth—Para. DeMille	Gary Cooper	Shirley Booth	Anthony Quinn	Gloria Grahame	John Ford
1953	From Here to Eternity—Col.	William Holden	Audrey Hepburn	Frank Sinatra	Donna Reed	Fred Zinnemann
1954	On the Waterfront—Col.	Marlon Brando	Grace Kelly	Edmond O'Brien	Eva Marie Saint	Elia Kazan
1955	Marty—UA-Hecht-Lancaster	Ernest Borgnine	Anna Magnani	Jack Lemmon	Jo Van Fleet	Delbert Mann
1956	Around World in 80 Days—UA Todd	Yul Brynner	Ingrid Bergman	Anthony Quinn	Dorothy Malone	George Stevens

---

**Two director awards in 1928.*

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DAVID KOSSOFF & ALFIE BASS

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The Script by WOLF MANKOWITZ
(from a story by GOGOL)

Photography by WOLFGANG SUSCHITZKY

Directed by JACK CLAYTON

Produced by ROMULUS

●

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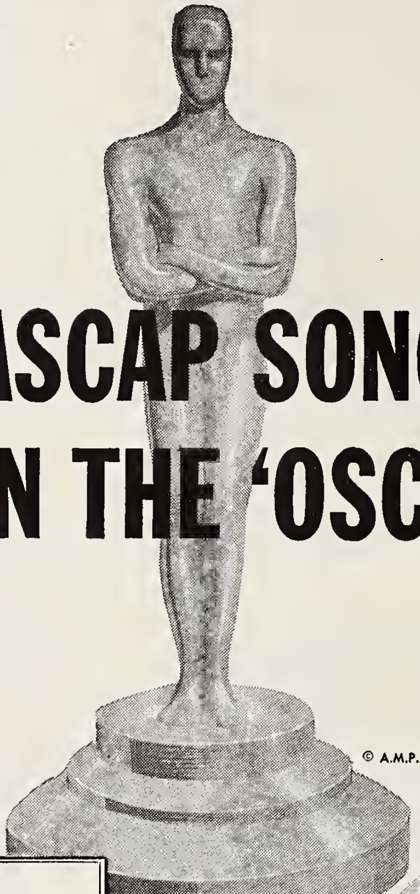
Academy winners since 1934:

1934 — "The Continental" — Con Conrad, Herbert Magidson
1935 — "Lullaby of Broadway" — Harry Warren, Al Dubin
1936 — "The Way You Look Tonight" — Jerome Kern, Dorothy Fields
1937 — "Sweet Leilani" — Harry Owens
1938 — "Thanks for the Memory" — Ralph Ranger, Leo Robin
1939 — "Over the Rainbow" — E. Y. Harburg, Harold Arlen
1940 — "When You Wish Upon A Star" — Ned Washington, Leigh Harline
1941 — "The Last Time I Saw Paris" — Jerome Kern, Oscar Hammerstein 2nd
1942 — "White Christmas" — Irving Berlin
1943 — "You'll Never Know" — Harry Warren, Mack Gordon
1944 — "Swinging On A Star" — James Van Heusen, Johnny Burke
1945 — "It Might As Well Be Spring" — Rodgers and Hammerstein
1946 — "On the Atchison, Topeka and Santa Fe" — H. Warren, J. Mercer
1947 — "Zip-A-Dee-Doo-Dah" — Allie Wrubel, Ray Gilbert
1948 — "Buttons and Bows" — Jay Livingston, Ray Evans
1949 — "Baby, It's Cold Outside" — Frank Loesser
1950 — "Mona Lisa" — Ray Evans, Jay Livingston
1951 — "In the Cool Cool Cool of the Evening" — H. Carmichael, J. Mercer
1952 — "Do Not Forsake Me, Oh My Darlin' " — Dimitri Tiomkin, Ned Washington
1953 — "Secret Love" — Sammy Fain, Paul Webster
1954 — "Three Coins in the Fountain" — Sammy Cahn, Jule Styne
1955 — "Love is a Many Splendored Thing" — Paul Francis Webster Sammy Fain



ASCAP SONGS WIN THE 'OSCARS'

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ASCAP congratulates the 1956 Winners

"Whatever Will Be, Will Be" ('Que Sera, Sera')

W: RAY EVANS — M: JAY LIVINGSTON
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songs of ASCAP members
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and have won Academy Awards

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Our Sincere Thanks

for the

Five Wonderful Emmys

CAESAR'S HOUR

'56 Oscars Reaffirm Supremacy of Color

By WILLIAM R. WEAVER

HOLLYWOOD, March 31—Color swept like a tide over the Academy of Motion Picture Arts and Sciences list of Award winnings for the calendar year 1956, confirming with incontestable finality the statements made in the story published in this space in the March 26, 1956, edition of MOTION PICTURE DAILY. That story read in part, "Although certain sectors of the lay press have been drawing newsy conclusions from the fact that 'Marty', filmed in black and white, and without anamorphic or other technological expansion, is the third such picture in three successive years to beat out contenders produced in assorted shapes, sizes and pigmentations, there is no firm ground for expectation that Hollywood production heads will gather from this circumstance that plain pictures are preferred by the public for plainness' sake alone and proceed accordingly to withdraw from the broader-bigger-better race that started with CinemaScope."

The story continued, "Far from accepting the seemingly dramatic conclusion reached by some columnists, to the effect that the industry needn't spend big money for color and scopes if they can get superior pictures with plainer, less costly procedures, ranking producers in Hollywood are posing questions as to how much better and more profitable these pictures would have been if they had been supplied with the benefits of modern color, size and proportions . . . The probability is, according to producers who have studied the matter, that the industry in general will continue to press ahead toward technological goals still unrealized, rather than to retreat to the technical limitations which the public apparently had found less and less satisfactory as the trade's long adherence to standard size and shape neared its end."

Despite such sound reasoning by leading producers a year ago, there arose in the rank and file of the production branch of the industry a widely and loudly voiced theory that plain black and white photography in any of the plain aspect ratios was not only as good as color and modern processes, but maybe even a little better. The successive Oscar-winnings of "From Here to Eternity," "On the Waterfront" and "Marty" were cited as substantiation. So was the circumstance that the public is used to black and white pictures in its newspapers and on its television, and there was seemingly supporting evidence that color-television, by common report, had been considerably less than spectacularly successful. When put together, especially when put together and put forward by producers seeking financing for production of low-budget pictures, these ingredients made up a pretty persuasive theory. The Academy Awardings blew it sky-high.

The complete collapse of the theory of black and white supremacy was foreshadowed in the Academy Nominations, published February 7th. All five of the contenders in the Best Picture category were pictures in color.

This collapse of the black and white theory was accompanied by the breakdown simultaneously of the contention that sizes and shapes are incidental to the success of a picture, for all but one of the five pictures nominated for Best Picture were filmed in one or another of the modern processes, and the winning picture was a production in Todd-AO.

30 Oscars Divided Among Nine Companies; Fox Leads with Seven; UA, MGM, Para., Five

HOLLYWOOD, March 31—Thirty Oscars voted by the Academy of Motion Picture Arts and Sciences for the calendar year of 1956 went to pictures or people representing nine distributing companies. The numerical leadership was voted to 20th Century-Fox, which took down seven awards, six of them for pictures and one, the Irving G. Thalberg Award, for Buddy Adler.

United Artists, although it is not yet actually engaged in distributing Michael Todd's "Around the World in 80 Days," but will be when, eventually, it is turned over to that company for general release, was on the beneficial end of five awards made to that production. Paramount, whose distinguished vice-president, Y. Frank Freeman, received the newly established Jean Hersholt Humanitarian Award, took down five awards.

MGM, likewise, received five awards, two of them for "Somebody Up There Likes Me." Columbia received three awards, in connection with two features and a short subject. Warner Brothers was given two awards, including the keenly coveted Oscar for Best Direction, which went to George Stevens for his direction of "Giant." Universal-International, RKO and Republic took one award each.

The presentation scene at the Century Theatre, New York.

All The World Loves A(n Academy) Winner

Dear Aunt Hattie,

Words almost—but not quite—fail me when I think of all the good things in life and television which you and Uncle Herm have been missing since you chucked it all and went to Tahiti 10 years ago. With nothing but the works of Aldous Huxley and George Orwell to go by, you have, I'm afraid, a rather archaic conception of what television is and what it means to those of us who live in demi-Paradise. No, TV is not the "feelies" — maybe figuratively but not literally —though it is fairly omnipresent as Orwell predicted.

In the short time you've been gone, television has come to fill a vital role in American life. There is an odd dichotomy about it, for it not only dictates taste, but it also follows public preference, sometimes to a slavish degree. How it manages to do these two things simultaneously is a mystery profound and fasoinating. Currently, for instance, we are in for a seige of "award" programs, that is, *coverage* of ceremonies in which the most successful people engaged in a specific pursuit are presented awards usually voted by their peers.

Awards Are Countless

This is the season of the Motion Picture Academy's Oscars, the Television Academy's Emmys, the Tonys for the legitimate stage, the Peabodys, the Sylvanias, and countless others, almost all presented on TV. Next to a lover, all the world loves nothing better than a winner (of anything).

The dichotomy here exists in the fact that although the public (for whom the awards ceremonies are telecast) has no democratic right to participate in the voting, it nevertheles is so interested in the results that sponsor (oftentimes Oldsmobile) wil cough up the huge amount of coin t pay for the telecasts.

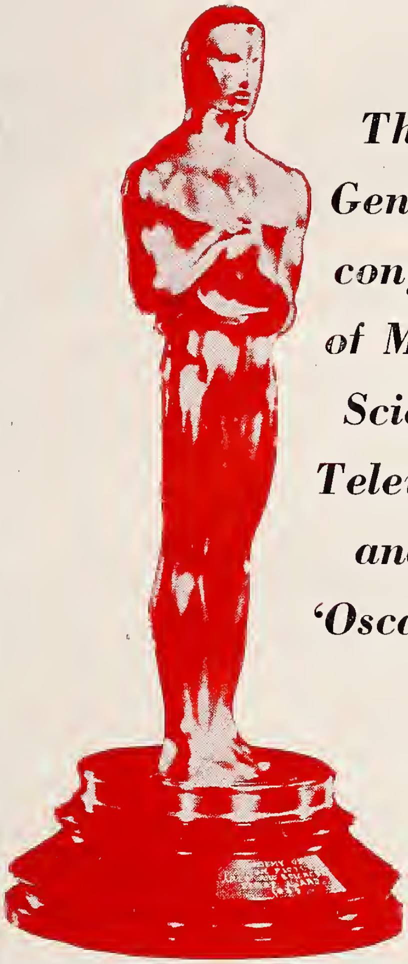
And when Oldsmobile is the sponsor, the situation, theoretically anyway, breaks down in to a trichotomy the people who stay home to watch th Oldsmobile-sponsored TV show cannot simultaneously be out smashin up their automobiles—or even jus wearing them out—and thus won be purchasing a new Oldsmobile a soon as they might otherwise.

Really News Shows

Right now you are probably saying: so what's so entertaining abou giving out awards! That naivete, i you'll pardon the use of the word, is only permissible in one who lives in Tahiti. Here we are inclined to answer (especially when the shows are technically shaky, as they were three or four years ago) that they are in effect news shows and not meant to be entertainment in the strict meaning of the word as once defined by Howard Dietz. If you agree to that, the shows can be deadly dull but still acceptable. Happily, they are no deadly dull, but though they are now nearly perfect, technically, they still can't pass as entertainment.

That, however, isn't as discouraging as it may seem. Most of us are possessed of a certain amount of curiosity about other people, particularly other *famous* people and get a kick out of

(*Continued on page* 23)



The officers and staff of General Film Laboratories congratulate the Academy of Motion Picture Arts and Sciences, the Academy of Television Arts and Sciences, and all recipients of the 'Oscar' and 'Emmy' Awards

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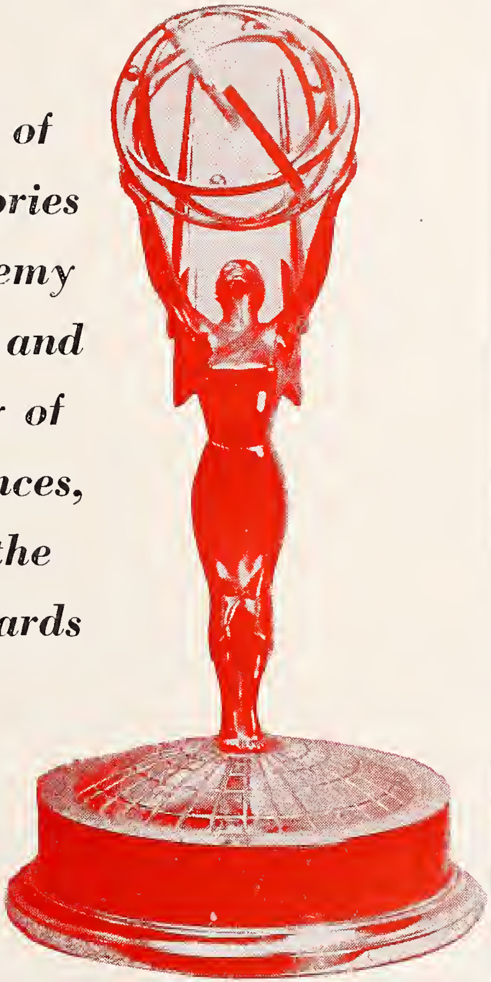


Television Today

DuPont Cites Huntley and Two Stations

From THE DAILY Bureau

WASHINGTON, March 31—News commentator Chet Huntley of the National Broadcasting Company, television station KNXT, Hollywood, and FM station WFMT, Chicago, are the winners of the Alfred I. duPont Radio and Television Awards for 1956. Ceremonies were held Friday night at the Mayflower Hotel here at the foundation's annual awards dinner.

Huntley, who joined NBC last year won for "his consistently authoritative, intelligent and responsible reporting and analysis of public affairs." Dr. Francis P. Gaines, chairman of the awards committee and president of Washington and Lee University which has administered the awards since 1951, commended Huntley for his service as an NBC commentator during the 1956 political conventions and campaigns and said his work had demonstrated "a clearly evident seriousness of character and purpose."

KNXT Named

KNXT, a Columbia Broadcasting System-owned station, was cited for the "scope and generally high quality of programs serving the cultural and social interests of the Los Angeles area." Station WFMT won the award to a relatively small station. An independent operation of the Gale Broadcasting Company, it was cited for "a singular devotion to high purposes in the use of the broadcasting medium to enlarge and enrich community experience with the most creative and stimulating forms of expression in sounds and words."

Each winner was presented with a check for $1,000 and a plaque and are offered the opportunity to use their cash awards to establish scholarships at institutions of their choice for the benefit of young workers in the communications field.

NTA Film Web Hailed In House by Dollinger

From THE DAILY Bureau

WASHINGTON, March 31—Rep. Dollinger (D., N.Y.) hailed the NTA Film Network as a "new member of the family of television networks."

"Despite the existence of three powerful television networks that operate on a coast to coast basis," Dollinger told the House, "the NTA Film Network, a newcomer to the field, possessed the vision and courage to launch a new film network, one dedicated to providing outstanding film programming to the American viewing public."

Dollinger noted that the new network achieves commercial status tomorrow.

Form New Company for Film, TV Productions

From THE DAILY Bureau

LOS ANGELES, March 31—Formation of Globe International Releasing Corp., which will produce both television and motion picture features, with Sam Nathanson as president and Ray Pierson as vice-president, was announced here.

The new company has taken over the assets of Globe Corp., of which Nathanson has been general sales manager. Previously he was chief of production for Mickey Rooney Enterprises.

Preparing Eleven

Globe International will have 11 pictures in distribution or ready for release within the next month, Nathanson said. Pierson left here over the weekend to complete plans for the production of a feature film and for a series for television.

St. Louis TV Channel Is Awarded to CBS

From THE DAILY Bureau

WASHINGTON, March 31 — The Federal Communications Commission has decided to give a St. Louis television channel to the Columbia Broadcasting System.

The FCC, in awarding channel 11 to CBS, turned down four competing applications for the channel, including one by the St. Louis Amusement.

Skiatron Has Smaller Pay-TV Decoder: Levey

Skiatron scientists have perfected a new-type decoder for the company's Subscriber-Vision subscription television system, according to Arthur Levey, president of Skiatron Electronics and Television Corp.

Levey, in a message to stockholders in the company's annual report, also stated that the showdown on pay-as-you-see television is now at hand as governmental bodies have indicated that a decision on the issue will be made soon in Washington despite network and exhibitor opposition to authorization.

Claims Greater Home Appeal

The Skiatron president, commenting on the new toll-tv decoder, said that it is smaller than the original one and will reduce the cost of installation of the system. Because of its smallness it will appeal to many home owners, he said. Levey said that there also have been further refinements in the electronic subscription cards which are of types that can be processed for collection and records in electronic equipment of the International Business Machines Corp.

'McCoys' To ABC

"The Real McCoys," a new situation comedy series starring Walter Brennan, has been acquired by the ABC Television Network for the 1957-58 season.

ABC Will Dedicate Chicago Studio May 16

The American Broadcasting Company will dedicate its new Chicag headquarters May 16, it was announced at the weekend by Fran Marx, vice-president in charge of engineering and general services. Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, Inc., will head the group o ABC executives taking part in th ceremonies.

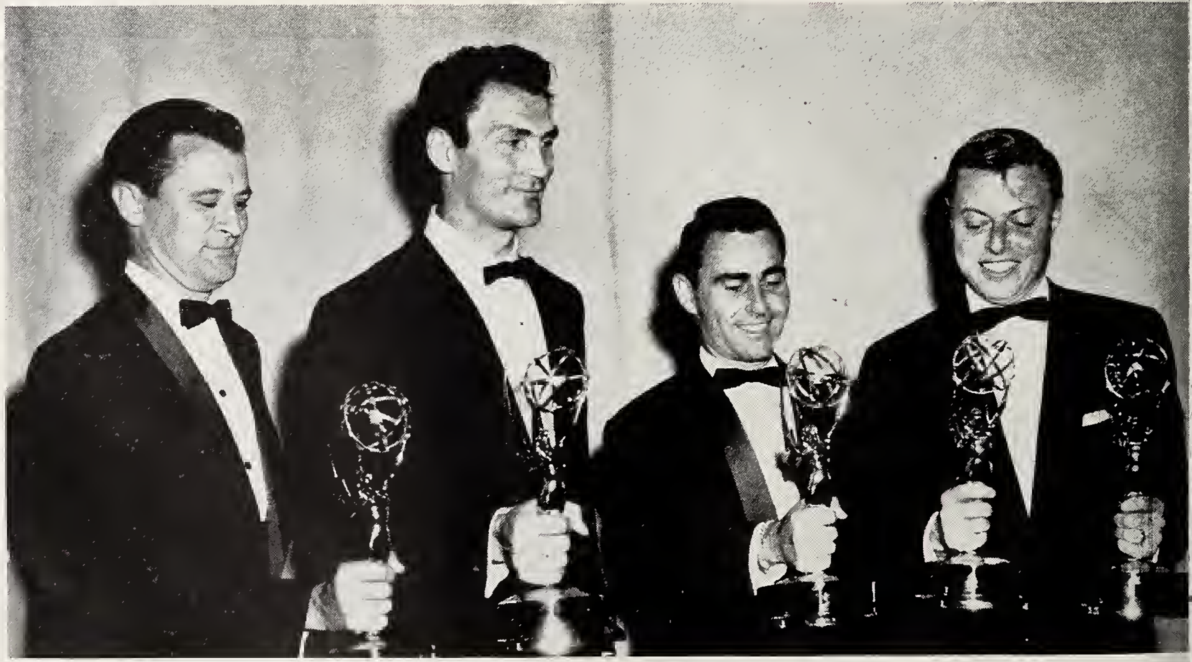
Cost $1,500,000

The new studios for ABC an WBKB, ABC's owned and operate television station in Chicago, are located at 190 North State Street i downtown Chicago. Built at a cos of $1,500,000, the new setup is designed for conversion to color television in a minimum amount of time

FPA Sets Showing

The Film Producers Association o New York, whose members produc films for business, government an television commercials, will hold film presentation Tuesday at the Avo Theatre here.

The presentation is exclusively designed for the 1200 advertising executives most closely concerned wit progressive techniques. These includ heads of the TV department, film production supervisors, art directors, cop personnel and buyers of TV film services.



MULTIPLE HONORS bestowed on CBS-TV's Playhouse 90 presentation of "Requiem for a Heavyweight," were shared by Emmy recipients Albert Heschong, art director; Jack Palance, the star; Rod Serling, author of the teleplay, and Martin Manulis, producer of the Playhouse 90 series.

We are grateful to the Scientific and Technical Awards Committee of the Academy of Motion Picture Arts and Sciences for the Class III Award given to our Automatic Scene Counter for Laboratory Projection Rooms — Another contribution by CFI to Laboratory progress!

Congratulations to Norbert Brodine
BEST CINEMATOGRAPHY FOR TV

"The Pearl" — Loretta Young Show — NBC

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We are privileged to perform the film processing for these other outstanding award recipients

FRANK KELLER
Best editing of a film for TV
"OUR MR. SUN"
AT & T Science Series
CBS

LORETTA YOUNG
Best continuing performance in a dramatic series
LORETTA YOUNG SHOW
NBC

JAMES P. CAVANAGH
Best teleplay, half hour or less
"FOG CLOSING IN"
Alfred Hitchcock Presents
CBS

- *Caesar's Hour–NBC
- *Dinah Shore Show–NBC
- *Kraft TV Theatre–NBC
- *Perry Como Show–NBC
- *Playhouse 90–CBS
- *Producers' Showcase–NBC
- *See It Now–CBS
- *Your Hit Parade–NBC

*Kinescopes

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In New York: 521 W. 57th St., New York 19, Circle 7-4400

Loew's Posts

(*Continued from page* 1)

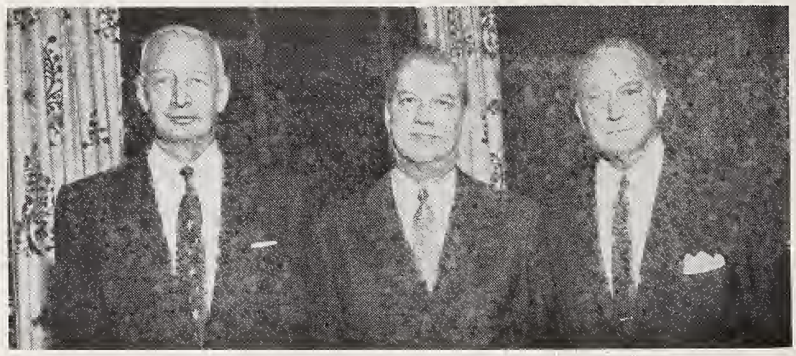
"as consistent with M-G-M's intensified concentration on better merchandising of its product and further improvement of its service to customers," Reagan stated that "we have always tried to maintain the closest possible home office contacts with our men in the field and through them with our customers, the exhibitors of the U.S. and Canada.

Sees a 'New Look'

"This is a further step to assure ourselves of even greater awareness of day-to-day conditions in the field. It will give a 'new look' to our sales set-up which should bring about the most effective distribution and maximum returns for each of our new and important pictures, whether produced at our Culver City studios or by independent producers for M-G-M release."

Under the realignment of the top sales echelon of the company, Edward M. Sanders, who has been assistant general sales manager, is assigned to other duties.

Reagan said that the responsibilities of Byrne and Mochrie in their new roles "will be great" and their assignments will be as "varied as necessary to meet any contingency. "Each is thoroughly acquainted with the distribution in every section of the country by virtue of many years of field experience. Both are well known to our field, Byrne having been associated with our organization since 1925. Mochrie, in his capacity as vice-president of Samuel Goldwyn Productions, has worked closely with our sales personnel since we undertook distribution of Goldwyn's "Guys and Dolls." We are grateful to the Goldwyn organization for concurring in our desire to add Mochrie to our executive staff."



Charles M. Reagan (center), Loew's, Inc., vice-president, is flanked by Robert Mochrie and John Byrne, assistant general sales managers.

Byrne began his M-G-M career in December, 1925, in a roving sales assignment. He was later assigned to sales duties at Albany, then promoted to branch manager at New Haven. In 1938 he was promoted to branch manager at Boston and in 1941 was advanced to district manager at Detroit, and in 1946 to eastern division sales manager.

Mochrie has been with the Goldwyn organizations since 1952, prior to which he was general sales manager for RKO for 10 years, part of the time a vice-president and board member. He was earlier associated with United Artists as Southern Division manager and with Warner Brothers as assistant general sales manager for the East.

One-Time Western Sales Head

Saunders has been assistant general sales manager of Loew's Inc. since 1943. He previously was Western sales manager for the company.

Samuel Goldwyn, on the appointment of Robert Mochrie as assistant general sales manager of Loew's Inc., stated at the weekend that "M-G-M is very fortunate in securing the services of Robert Mochrie. He has been associated with me for many years and I have the greatest respect for his ability. I know he will be a fine addition to the Metro sales organization and I wish him every success."

Sincere Thanks

ROD SERLING

Best Tele Play — Hour or more

"Requiem For A Heavyweight"

Playhouse 90

To Testify Again

(*Continued from page* 1)

testimony from A. Julian Brylawski, representing the Theatre Owners of America and Allied States Association, and Frank C. Lydon, speaking for Allied Theatres of New England. The two testified two weeks ago before a Senate Labor Subcommittee.

Freedgood's Book Ready

The first edition of Morton Freedgood's new novel, "The Wall to Wall Trap," was published by Simon & Schuster at the weekend. The story deals with the motion picture industry in which Freedgood has much experience as a current independent publicist and as a former company publicity official.

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Loew's Suit

(*Continued from page* 1)

company on Thursday, Vogel said be
fore departing for Hollywood.

The government filed an anti-tru
action against Loew's on Wednesda
stating that Loew's has required tele
vision stations to license its picture
in groups, including a number of pic
tures which the stations did not wis
to license or televise, in order to ob
tain any of the pictures. In man
cases, these groups consisted of ove
700 pictures; in no case, it is allege
did Loew's offer to license on a pic
ture-by-picture basis.

Cinerama

(*Continued from page* 1)

pany will be held May 6 at the Ba
bizon Plaza Hotel here.

Sutliff informed stockholders th
the annual meeting has been calle
to elect six directors—John R. Bolan
Theodore R. Kupferman, Irving
Margolin, Perry N. Selheimer, Ira
Steven and himself; to approve t
selection of auditors, and to discu
and act upon business which the com
pany has taken up during the pa
year.

Expect Reopenings in Italy

The president of Cinerama Produ
tions, in his letter, informs stockhol
ers of the operations of the compa
and the theatres currently presenti
Cinerama product. He says that fo
theatres equipped for Cinerama pr
sentations are currently closed —
Oklahoma City, Pittsburgh, Milan a
Rome, Italy, and it is expected th
the Italian theatres will reopen son
time this month.

Sutliff said that during the pa
year, the company liquidated
bonded indebtedness. He said th
late last year, in order to liquidate
$200,000 loan, Cinerama Productio
secured a Marine Midland Bank lo
of $175,000, due Feb. 8, 1958. Th
loan plus $25,000 from company fun
eliminated that $200,000 loan whi
was guaranteed by Louis B. May
former chairman of the board of t
company, who resigned this post
cently.

Considers Non-Exclusive License

Sutliff also told stockholders of t
settlement with Cinerama, Inc., a
the plan to produce and exhibit m
tion pictures in the Cinerama proc
under a non-exclusive license.

He also said that the company h
a carry forward tax loss of abo
$886,000 and that operating costs
the company for the year ended
Oct. 31, 1956 has been reduced
some $105,000.

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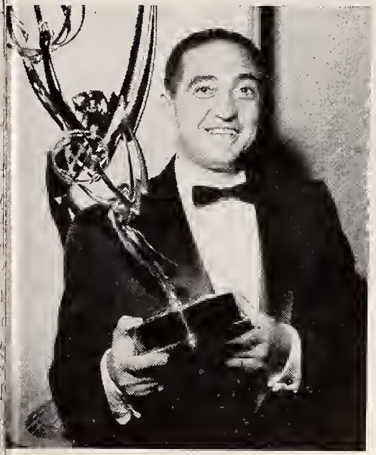

HELDON LEONARD, received an Emmy ward for best direction for a half-hour ow or less.

Winners of '56 Emmy Awards

The following personalities and programs were the winners of the annual "Emmy Awards of the Academy of Television Arts and Sciences," announced March 16.

Best Single Program of the Year:
"Requiem For A Heavyweight"—Playhoue Ninety
Best New Program Series:
Playhouse Ninety
Best Series (Half Hour or Less)
The Phil Silvers Show
Best Series (One Hour or More)
Caesar's Hour
Best Public Service Series:
See It Now
Best Coverage of a Newsworthy Event:
"Years Of Crisis," Year-end report, Murrow and correspondents—CBS
Best Continuing Performance in a Dramatic Series (Actor)
Robert Young in Father Knows Best
Best Continuing Performance in a Dramatic Series (Actress)
Loretta Young in Loretta Young Show
Best Continuing Performance by a Comedian in a Series:
Sid Caesar in Caesar's Hour
Best Continuing Performance by a Comedienne in a Series:
Nanette Fabray in Caesar's Hour
Best Single Performance (Actor)
Jack Palance in "Requiem For A Heavyweight"—Playhouse 90
Best Single Performance (Actress)
Claire Trevor in "Dodsworth"—Producer's Showcase
Best Supporting Performance (Actor)
Carl Reiner on Caesar's Hour
Best Supporting Performance (Actress)
Pat Carroll on Caesar's Hour
Best Male Personality (Continuing Performance)
Perry Como
Best Female Personality (Continuing Performance)
Dinah Shore
Best News Commentator:
Edward R. Murrow
Best Teleplay Writing (Half Hour or Less)
James P. Cavanagh for "Fog Closing In" on Alfred Hitchcock Presents
Best Teleplay Writing (Hour or More)
Rod Serling for "Requiem For A Heavyweight"—Playhouse Ninety
Best Comedy Writing:
Phil Silvers—Hiken, Friedberg, Webster, Stern, Rosen, Jacoby
Best Direction (Half Hour or Less)
Sheldon Leonard for "Danny's Comeback"—The Danny Thomas Show
Best Direction (One Hour or More)
Ralph Nelson for "Requiem For A Heavyweight"—Playhouse Ninety
Best Art Direction (Half Hour or Less)
Paul Barnes for Your Hit Parade
Best Art Direction (One Hour or More)
Albert Heschong for "Requiem For A Heavyweight"—Playhouse Ninety
Best Cinematography For Television:
Norbert Brodine for "The Pearl"—Loretta Young Show
Best Live Camera Work:
"A Night To Remember"—Kraft Television Theatre, NBC
Best Editing of a Film For Television:
Frank Keller for "Our Mr. Sun"—A.T.&T. Science Series
Best Musical Contribution For Television:
Leonard Bernstein for Omnibus
Best Engineering or Technical Achievement:
Ampex and CBS for video tape development

NEW YORK EMMY AWARDS

Most Outstanding Live Local Program:
Night Beat—WABD
Best Documentary or Educational Program:
Camera Three (January 1-15, 1956)—WCBS—TV
Best News Program:
11th Hour News with John K. M. McCaffery—WRCA-TV
Best Children's or Teen Age Program:
Tie: Children's Theatre, WRCA-TV; On The Carousel, WCBS-TV
Most Outstanding Male Personality:
Mike Wallace—WABD
Most Oustanding Female Personality:
Jinx McCrary—WRCA-TV
Special Station Achievement:
Dual award to WABD for Night Beat, and WPIX for UN coverage

HOLLYWOOD EMMY AWARDS

Best Entertainment Program:
Stars of Jazz—KABC-TV
Best Documentary or Educational Show:
Harvest with Dr. Frank Baxter—KRCA
Best Children's Program:
Faith Of Our Children—KRCA
Best News Program:
Big News, C. Roberts, B. Stout, G. Stratton, A. Green—KNXT
Best Sports Program:
Gil Stratton's Sport News—KNXT
Most Outstanding Male Personality:
Clete Roberts—KNXT
Most Outstanding Female Personality:
Eleanor Powell—KRCA
Best Station Outside Los Angeles:
(Program originated locally, but also seen outside Los Angeles.)
Paul Coates' Confidential File—KTTV
Special Station Achievement Award:
KNXT for general overall excellence in public service.
Honorable Mention—To KTTV for standards of public service.

Broadcasts

(*Continued from page 18*)

eing them comparatively offguard. 's great fun, for example, to catch glimpse of Jayne Mansfield, at the reen's extreme left, trying to chew piece of shrimp cocktail without osing her mouth — she obviously asn't sure whether or not she was camera. At the same time, the oducers of these shows are making liant effort to inject into them some rmal, rehearsed entertainment.

Both the Emmy (NBC-TV, March) and the Oscar (NBC-TV, March) programs featured the talents of o-notch showmen as masters of remonies — Phil Silvers and Jerry wis, respectively, both of whom had ge quantities of well-prepared ad- s to make us laugh and chuckle. addition, each of the shows fea- ed a generous number of songs ng rather nervously (but profes- nally) by such as Peggy Lee, rothy Dandridge, Tommy Sands d Bing Crosby, all of whom, except . Crosby, had to put up with the aries of non-studio acoustics. st importantly, woven in and und these formalties were the sentations of the awards, by and more stars than you could shake an iscus stick at, which is just what public wants. The TV and film lustries can safely yawn while the ties rise up in academic wrath.

Differences Between Two

The differences between the Emmy d Oscar telecasts were those in- genous to the two industries repre- ted. Because of the stupifying ume of material ground out of the evision screen day and night, to be n once and never again, it seems xotic in the extreme for any group people to attempt to vote on the t in any one category. Yet mem- s of the Television Academy do t that and for lack of any better thod, we accept their choices— l disagree with almost every one them. The ephemeral nature of the siness also makes the emotional out- sts of the award winners rather difficult to stomach. Aunt Hattie, not since "Smilin' Through" have there been so much kissin' and so many tears.

The task of the Academy of Motion Picture Arts and Sciences is a good deal simpler. The product is on hand for all to view. The voter conceivably might see all the contenders without going blind or mad. Thus the winners take on a measure of importance and value worthy of public consideration and interest. And, as shown in the Oscar telecast Wednesday night, the film people conduct themselves in a fashion commensurate with their prestige. Hardly a kiss or a tear, or even a gurgle.

All is well otherwise, Aunt Hattie. In my next I'll try to bring you up to date on Dagmar, Morey Amsterdam, Liberace, Red Buttons and all the other people you asked about. It would be simpler if you moved back to Valley Stream, or just accepted the fact that in Tahiti you are out of things. My best to Uncle Herm and Tondeleyo.

Your ever loving nephew,
Vincent Canby

United Artists

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On Winning

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for

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MOTION PICTURE DAILY

Concise and to the Point

VOL. 81, NO. 63 NEW YORK, U.S.A., TUESDAY, APRIL 2, 1957 TEN CENTS

Now 'Number One'

Business Up 30% in U.K. For Columbia

Co. Plans to Make 15 Films There This Year

Business for Columbia International in England and Ireland has risen 30 per cent in the past two years, and the company is now the 'number one' distributor there, Mike Frankovich, vice-president and managing director in Great Britain, said here yesterday.

Frankovich also described Columbia's production set-up in England where the company made 14 films in

(*Continued on page 2*)

Auto Accident Fatal To Charles R. Rogers

From THE DAILY Bureau

HOLLYWOOD, April 1 – Funeral services will take place at Hillside Cemetery here tomorrow for Charles R. Rogers, 64, former vice-president of Universal Pictures in charge of production, who died here Friday from injuries received in an automobile accident in February. He is survived by his wife, a son, three brothers and three sisters.

Rogers, a native of New York City,

(*Continued on page 6*)

Stubbins Dies; AA Franchise Co-Owner

From THE DAILY Bureau

LOS ANGELES, April 1–Howard Stubbins, co-owner of Allied Artists Pictures Corp., west coast franchise, died today at the age of 65 in a local hospital following a long illness. A native of Beaver, Pa., he entered

(*Continued on page 2*)

Television Today Page 6

UA Stockholders to Meet on June 4

United Artists plans to hold its first stockholder's meeting on the first Tuesday in June, according to vice-president Seymour M. Peyser.

Kerasotes Urges:

'Tailor Films To Market'

Special to THE DAILY

HOT SPRINGS, Ark., April 1 – The shortage of films could be eased for theatres if the pictures now produced were more playable and "had the ingredients of box office," George Kerasotes, chairman of the executive committee of Theatre Owners of America, told the annual convention of Independent Theatre Owners of Arkansas here today.

"The expensive movie is not always a successful movie, as many a producer has shockingly discovered too late. We must know our fans and tailor our production for this market. 'Barretts of Wimpole Street' may have been appealing to the audience of 1930, but today's movie fan wants

(*Continued on page 2*)

Schine Defendants Post Bonds Pending Appeal

Special to THE DAILY

BUFFALO, April 1.–The defendants in the Schine Theatres' anti-trust case are not paying the fines levied by Federal Judge Harold P. Burke on the date ordered, according to Frank G. Raichle, counsel for the Schine interests, who is filing an appeal with the Second U. S. Court of Appeals.

Instead, three of the defendants are

(*Continued on page 2*)

New Company to Make Eight for Fox Release

An agreement calling for production of eight films over a six-year period by a new producing company headed by actor Rock Hudson, producer Henry Ginsberg, attorney Greg Bautzer, and agent Henry Willson was announced yesterday by Spyros P. Skouras, president of 20th Century-Fox. Five will star Hudson.

After Commissions Before Expenses

UA Stock Proceeds Seen $14,100,000

Report Negotiations Still Underway For Loans from Theatre Circuits

M.P. DAILY picture

EXPLAINING THAT PROSPECTUS, 24 pages of it, to trade and news writers: Arthur B. Krim, UA president, in his office yesterday. With him, attorney Seymour Peyser; executive vice-president Nelson Laud of F. Eberstadt & Co., board chairman Robert Benjamin, and vice-president Max E. Youngstein.

By LESTER DINOFF

The net proceeds to United Artists from the sale of debentures and common stock in the company's first public stock offering, which is proposed for the week of April 23, will amount to approximately $14,100,000, after commissions and before expenses, according to Robert S. Benjamin, board chairman, and Arthur B. Krim, president, head of an eight-man management team which filed a preliminary prospectus with the Securities and Exchange Commission late last week.

Krim and Benjamin, speaking yesterday at a home office trade press conference, added that the company is "still in negotiation" with a number of theatre circuits regarding monetary loans.

UA hopes to borrow about five to six million dollars from circuits at regular interest rates to further its operational and production investment aims. Krim said that the circuits with whom UA is negotiating are Loew's, United Paramount Theatres, Stanley Warner Corp., National Theatres, and RKO Theatres.

Also on hand at yesterday's confer-

(*Continued on page 3*)

Offer Plan for NCA Without Affiliation

Special to THE DAILY

MINNEAPOLIS, April 1.–North Central Allied will survive as an area-wide exhibitors' organization but it will function without affiliation with any national group, Allied or TOA, according to the plan adopted at a meeting of the nominating-steering committee headed by E. L. Peaslee of Stillwater, Minn., today.

When NCA convenes tomorrow at the Nicollet Hotel, the members will be offered a slate of officers headed by Frank Mantzke, of Northwest Theatres, a Minneapolis buying-booking combine, and retaining Stanley Kane as executive counsel. Twin-Cities exhibitors, who have been pushing for an

(*Continued on page 6*)

PERSONAL MENTION

WILLIAM DOZIER, RKO Radio vice-president in charge of production, will leave the Coast on Thursday for New York.

•

N. J. Blumberg, chairman of the board of directors of Universal Pictures, will leave New York today aboard the "United States" for Paris.

•

Si Seadler, M-G-M advertising manager, and Mrs. Dodo Seadler became grandparents for the first time when their son and daughter-in-law, Steve and Ingrid Seadler, gave birth to a boy, Aynar, at Doctors Hospital.

•

B. G. Kranze, vice-president of Stanley Warner Cinerama Corp., left here yesterday for Montreal.

•

Hal Chester, producer, left here yesterday for London via B.O.A.C.

•

Arthur Herzog, Jr., publicist, has left Detroit for Cincinnati and Minneapolis.

Irving Fried Dies; Candy Corp. Executive

BUFFALO, April 1.—Irving Fried, 55, vice-president and general manager of Tri-State Automatic Candy Corporation, died here Thursday. Fried also was vice-president and general manager of Drive-In Restaurants, Inc., a subsidiary formed recently by Tri-State. Together they operate concession stands and vending machines in approximately 150 theatres in New York, Pennsylvania and West Virginia.

Gene Lockhart Dies

SANTA MONICA, Calif., April 1.—Gene Lockhart, actor, who had appeared in over 300 motion pictures in addition to Broadway and television shows, died here Sunday of a coronary thrombosis. He was 66 years old.

He is survived by his wife, daughter and two grandchildren. Requiem mass will be Wednesday morning at St. Paul the Apostle Church, Beverly Hills.

Withdraw 'Bullfight'

BOSTON, April 1.—Janus Films' production, "Bullfight," was withdrawn from showings at the State Theatre in Portland, Me., on Saturday when the county prosecutor of Portland invoked a seldom-used state law forbidding the manufacture or exhibition of films "involving intentional or deliberate cruelty to animals."

Kerasotes

(*Continued from page* 1)

'Rock Pretty Baby,'" Kerasotes said.

The Illinois exhibition leader, asserting that the American audience is more selective and is shopping for its entertainment, declared that the producer should know his audience before he expends his production budget. "It is almost an impossibility for distribution and exhibition to sell a film when the fan has no interest in the story. Our pictures must be appealing to young people; they comprise the largest segment of our population; and our most habitual theatre attenders," he said.

Decries 'Holiday' Emphasis

Kerasotes also stated that the industry needs stability and planning, especially in setting the release on product. "Too many of the better releases are available only on holidays, July and August," he said. Kerasotes also said that exhibition and distribution should share all expense in keeping up an aggressive advertising and public relations program so that motion picture entertainment "could be the best and in the fore when the public wants entertainment."

J. Fred Brown, president, and the board of directors went on record as opposing the stabilization bill which is shortly to be presented to Congress.

Robert W. Coyne, special counsel of the Council of Motion Picture Organizations, urged "aggressive action" by exhibitors to the end that theatres will be known as the source of "new" pictures, with the resultant identification of television as the purveyor of "old" films.

Stubbins Dies

(*Continued from page* 1)

the film industry in 1912, when he joined the General Film Company, where he remained for two years. Before his association with Allied Artists, Stubbins was with World Film, Pathe Select, National Theatre, Robinson Cole and Stroll companies. In 1931 he took over a Monogram franchise which he later sold to Republic Pictures Corporation. Then, twenty years ago, he became part owner of the Allied Artists franchise on the West Coast.

Schine Defendants

(*Continued from page* 1)

going to deposit $1,000 each with the federal court clerk and the other defendants are posting bonds covering the remainder of the fines. The total fines levied by Judge Burke amount to $73,000. This procedure will be in lieu of the actual payment of the fines as ordered, pending the formal disposal of the appeal.

Exempt Films In Rules On Foreign Shipments

A new export regulation, set to become effective this Wednesday, the purpose of which is to "curtail and limit" the possibility of reshipping U. S. material from Western countries to Iron Curtain countries without specific government approval in advance of such shipments, has been revised in its effect on motion picture films and publicity. This was reported here by the Barnett International Forwarders, Inc., which said it had been so advised by the Department of Commerce.

Destination control statements will not be required for films and publicity, according to Norman Barnett, president of the company, who said the "normal practices of the industry abroad will not be in technical violation of the new regulations."

Would Have Prevented Interchanging

It was pointed out that—under the export regulation—the insertion of anti-diversion clauses on all invoices and documents on shipments would have placed special hardships on the motion picture industry. It would have prevented their offices abroad from interchanging with one another prints of various subjects they required for bookings, special screenings, etc.

Barnett had appointments and correspondence with the government people and bureaus involved, and obtained the exemption.

Pass N. Y. Bill on Women Editors' Hours

ALBANY, April 1. — The state assembly, just before adjourning sine die, Saturday, passed the Saverese Bill, which amends the labor law to permit women over 21 engaged in the processing or editing of film for television or news reel use, to work more than eight hours in a day and during what are now restricted evening hours.

The measure, previously adopted by the Senate, provides that in no case shall these women be employed more than 48 hours in any week.

The Assembly Rules Committee did not report the Periconi Bill, passed by the Senate earlier in the week, which would have made it grounds for the State Education Department's Motion Picture Division to refuse a license for a film that "disparages against one's nationality or color."

Apparently, the only other measure directly affecting the film industry to win legislative approval was the Duffy Bill decreasing the fees charged for licensing motion pictures. This will be considered by Governer Averell Harriman during the 30-day period following adjournment. He vetoed a similar act last year.

U. K. Business

(*Continued from page* 1)

1956 and plans to make 15 this year. All but three of last year's pictures were "designed for the international market," he said. "Columbia's objective in England is to make pictures with international casts for the international market," he explained, "and scripts are cross-checked in Hollywood, New York and Paris as well as London."

Commenting on reports of "panic" in some quarters of the industry today, Frankovich said he feels Columbia executives are counter-acting this by being "far-sighted" and planning four and five years ahead now instead of "spinning off assets."

Asked about Columbia's relations with Warwick Pictures, Frankovich said that it is an "enterprising outfit" with which Columbia "did well" and was "happy with them."

In his capacity as chief barker of the London Variety Club he said that in six years they have raised 200,000 pounds for charity with 30,000 so far this year.

He will head a 13-man delegation from London to the international convention in New Orleans this week.

NEW YORK THEATRES

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in
"FUNNY FACE"
co-starring KAY THOMPSON
A Paramount Picture
and THE MUSIC HALL'S GREAT EASTER STAGE SHOW

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UA Plans to Pay Dividend of 35c

United Artists intends to pay a quarterly dividend of 35 cents a share on the common stock for its current fiscal quarter, according to president Arthur B. Krim.

The UA president, and other company executives, said that their underwriting agreement with F. Eberstadt & Co. commits them to such a dividend policy and that UA "hopes to maintain it."

PEOPLE

George Sydney, producer of Columbia Pictures' "Jeanne Eagels," arrived in New York early Saturday with a rough cut of the film, showed it to company executives and flew back to Hollywood a few hours later the same day.

□

Florence Simendinger, administrative assistant to **Robert C. Rothafel**, managing director of the Roxy Theatre here, yesterday celebrated 25 years of uninterrupted service on the executive staff of the house.

□

Frank Masek, retiring manager of the Cleveland branch of National Theatre Supply Co., was honored there at a farewell testimonial dinner at Jim's Steak House. **J. W. Servies**, NTS vice-president, was host to the office personnel.

□

Lawrence J. Quirk has been appointed editor of "Movie-TV Fan," "Screen Life" and "Hollywood Stars," quarterly fan magazines published by Skye Publishing Co.

□

Kenneth More, British actor starred in "Reach for the Sky," will meet the press today, will have breakfast with the British press tomorrow and will attend a fan magazine cocktail party tomorrow afternoon, all at the Hotel Pierre here.

Sweepstakes Ballots 35,000 in Dallas

DALLAS, April 1.—Twenty-four theatres participated in the Academy Award Sweepstakes here with a total of 35,000 ballots turned in by patrons. Circuits taking part included Rowley-United, Trans-Texas, Isley and Interstate.

Dallas also had its own Academy Awards Night when Women of the Motion Picture Industry sponsored a presentation ceremony at the Hotel Adolphus at their first annual party. Branch managers were on hand to claim Oscars for their distributing companies as they were announced on the television show.

Also present were exhibitors, the press and other guests of WOMPI.

Estimate UA Stock Proceeds at $14,100,000

(*Continued from page 1*)

ence were UA executives Arnold M. Picker, Max E. Youngstein, Seymour M. Peyser, Joseph Ende, Roger H. Lewis and Mort Nathanson. Representing F. Eberstadt & Co., the Wall Street house which is underwriting the stock offering, was Nelson Laud, executive vice-president, who said his firm approached the UA management "some two years ago" about such an offering.

UA proposes to offer $10,000,000 of six per cent convertible subordinated debenture due 1969 and 350,000 shares of common stock, which the company hopes will be marketed at $20 per share.

Will Date Debentures May 1

The debentures are to be issued under an indenture, dated as of May 1, 1957, between UA and the Chemical Corn Exchange Bank and will not be secured by any lien. They will be limited to $10,000,000 and are to be issued as coupons registered in the denominations of $100, $500 and $1,000, and any multiple of $1,000. The coupon debentures will be dated May 1, 1957, and will bear interest on that date, and on Nov. 1 of each year and will be due on May 1, 1969.

The company will have two classes of capital stock, common stock, $1 par value, and Class B, common stock, also $1 par value. Krim and Benjamin said that the latter stock will be retained by the management group for the benefit of themselves. Krim said that the common stock to be outstanding after the completion of the offering will be 350,000 shares with Class B Common stock to be 650,000 shares. Both types of capital stock will have similar voting powers, leaving 65 per cent of United Artists in control of the management group.

Pickford Issue to Be Retired

Benjamin said that a portion of the net proceeds from the stock offering will be applied to retire an outstanding four per cent debenture dated March 8, 1956, issued to The Pickford Corp., in connection with the purchase by UA of the stock interest which that organization had in it.

Krim, Benjamin, the other UA executives and the representative of F. Eberstadt declined to discuss anything about the stock offering outside of what was presented in the prospectus. Peyser said the prospectus was filed late last Friday afternoon and that it will likely have amendments until the stock is issued, with SEC sanction, near the end of this month. He said that UA hopes to have the stock marketed on April 23.

The prospectus presented a summary of consolidated earnings and retained earnings, plus balance sheets, for the fiscal years 1951 through 1956. These earnings were reported in yesday's issue of MOTION PICTURE DAILY, as was gross income for the similar period. Reference is made to UA history, product, financing of independent pictures, and television, which the prospectus reveals, the company contracted in 1956 for more than $2,000,000 in gross license fees for its first package of 39 films. The prospectus also discloses that UA employs approximately 825 people in the U.S. and Canada and 1,220 employees outside the domestic market.

Data on Subsidiaries Given

Information is also presented on two subsidiaries of UA—United Properties, which owns 25 per cent of the outstanding stock of Lida Theatre and Realty Co., Inc., which has a leasehold interest in and operates a motion picture theatre in San Francisco, and also a leasehold interest in real property in Los Angeles consisting of several stores and a 500-seat theatre which it has subleased. The company also owns 33 and one-third per cent of the capital stock of Milwaukee Towne Corp., which operated a theatre in Milwaukee under a lease. Benjamin pointed out that UA had its subsidiary interests prior to his group's taking over the company, and that they have maintained them.

It was pointed out that none of the executives of UA has contracts. William J. Heineman, Picker and Goldberg received remuneration last year of $52,000 with Youngstein receiving $39,000 plus an unvouchered expense allowance amounting to $13,000. Krim and Benjamin were compensated by the law firm of Phillips, Nizer, Benjamin & Krim, which received from UA $26,000 for Krim and $26,000 for Benjamin's services and $116,000 for legal services. The $117,000 retainer includes the services of Peyser and Seward Benjamin as UA officers.

The principal stockholders of UA, as of April 1, 1957, according to the prospectus are Krim and Benjamin as joint tenants, 750,000 shares of Class B common stock; Krim, 177,656 shares; Benjamin, 177,656 shares; Heineman, Youngstein, Picker and Charles Smadja, 88,828 shares each; Peyser, 22,500 shares, and Robert Blumofe, 16,875 shares. Krim, in reply to a question, said that there are not stock option plans in work at present for any of the executives, but that he has it in mind for some time in the future.

The prospectus reveals that UA, as of March 5, 1957, is a defendant in 153 anti-trust actions. In 22 of these actions, specified amounts of damages are not claimed; in six others only injunctive relief is sought. In the remaining 125 actions the alleged damages vary widely, and the aggregate claimed is approximately $398,000,000.

UA's contract with underwriter F. Eberstadt, which is attempting to build a group of at least 100 sub-underwriters, is also described. The prospectus reveals that Eberstadt has the right of first negotiation for five years with respect to stock and debenture sales and that Eberstadt intends to pay Al Feinman of New York as a finder's fee a sum equal to 10 per cent of any net profits realized by it upon this offering.

1,650,000 Shares Authorized

At the end of the company's 1956 consolidated balance sheet, which is included in the prospectus, it is pointed out that in March, 1957, the 8,000 shares of treasury stocks were retired and the difference, $3,313,287, between stated value and cost, was deducted from retained earnings. The remaining outstanding shares were reclassified into 750,000 shares of Class B common stock, and retained earnings was charged with $742,000 for the excess of the par value of the new class B stock over the issue price of the old capital stock. At the same time, 1,600,000 shares of common stock, $1 par value, and an additional 50,000 shares of Class B common stock, $1 par value, were authorized.

UA Loan Guarantees

At the close of 1956, United Artists Corp. had $16,300,000 outstanding in guarantee with respect to loans made to producers, according to the distribution company's prospectus.

UA to Apply For Listing on NYSE

United Artists, at the request of F. Eberstadt & Co., has agreed to apply for a listing of its common stock and/or debentures on the New York Stock Exchange, Arthur B. Krim, president, said yesterday.

The company has until one year after the public offering of the securities and stocks to make application for the listing, he said.

Jos. Bernheimer Dies; Theatre Chain Head

WASHINGTON, April 1.—Funeral services will be held tomorrow morning for Joseph H. Bernheimer, president and treasurer of the Bernheimer Theatres chain. He was 48.

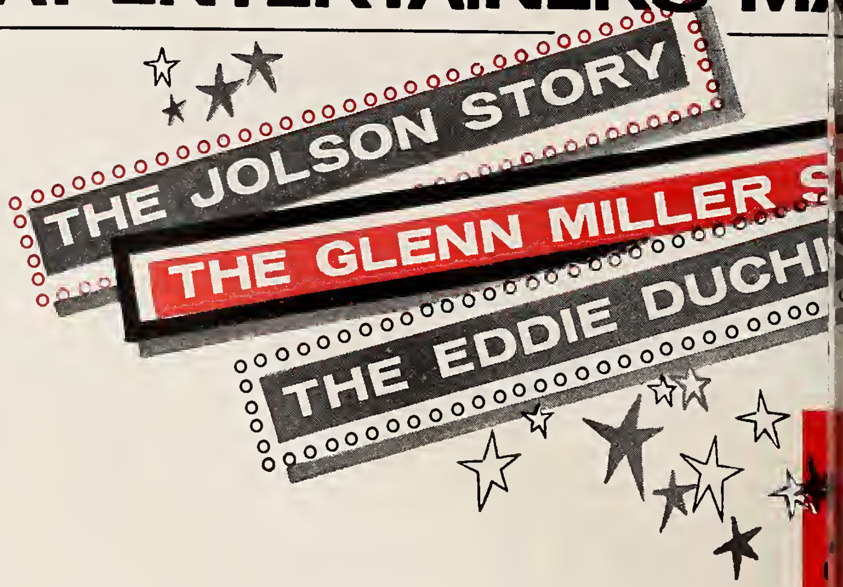
Associated with the theatre industry all his life, first a projectionist and later as maintenance supervisor for the chain founded by his father, he took over the chain at his father's death in 1951. It now includes seven theatres in Washington and nearby Virginia.

Expansion in St. Louis Is Planned by Bloomer

ST. LOUIS, April 1—The Bloomer Amusement Company circuit, founded by the late Noah Bloomer 38 years ago and operated by his four sons, Tom, Frank, Wesley and Noah, Jr., is entering an extensive expansion program and will buy or build a number of additional units in the St. Louis exchange territory.

On completion of negotiations an announcement regarding the new locations will be made.

THE LIVES OF GREAT ENTERTAINERS MA


THE JOLSON STORY
THE GLENN MILLER S
THE EDDIE DUCHI

PARAMOUNT presents one of the most hilarious, most appealing, most exciting bio-pics from the wonderful world of show business. Inspired by the fabulous life of that beloved funny-man, Buster Keaton, it's played by Donald O'Connor, the greatest young comic of our time who re-creates in it some of the greatest comedy routines of all time.

IT'S BIG-TIME FOR MAY-TIME!

E GREAT BOXOFFICE ENTERTAINMENT!

AND NOW...

DONALD O'CONNOR
ANN BLYTH

THE BUSTER KEATON STORY

VISTAVISION
MOTION PICTURE HIGH FIDELITY

Guest Star
RHONDA FLEMING

Co-starring
PETER LORRE · Produced by ROBERT SMITH and SIDNEY SHELDON
Directed by SIDNEY SHELDON · Written by SIDNEY SHELDON and ROBERT SMITH

Paramount Pictures

Plan for NCA

(*Continued from page* 1)

exclusive organization of their own, have insisted that they must be represented on a three-man executive committee chosen to serve with Mantzke and that there be a revision of the present dues structure, plus operating economies.

Auto Accident Fatal

(*Continued from page* 1)

entered the industry in the exhibition field in Buffalo. Later he occupied key production posts at Paramount and RKO Radio before joining Universal, where his productions included "My Man Godfrey," "Three Smart Girls," "100 Men and a Girl" and numerous others.

Dedicate Williamsburg Foundation Theatres

WILLIAMSBURG, Va., April 1.—Twin modern theatres were formally dedicated here over the weekend at the Colonial Williamsburg Foundation, which built them at a cost of $2,000,000. The dedication was marked by the presentation of a VistaVision film, "Williamsburg: The Story of a Patriot," produced and directed by Paramount Pictures and George Seaton.

The theatre screen was designed by Ben Schlanger and the sound equipment was designed to special specifications by Altec Service Co.

Academy Plans to Hold Robert Rich's Oscar

From THE DAILY Bureau

HOLLYWOOD, April 1 – The Academy of Motion Picture Arts & Sciences said today it will hold the "Oscar" awarded to "Robert Rich," credited by the King Brothers for writing the screenplay for "The Brave One," pending action upon the matter by the board of governors.

The authorship of the picture has created a situation here full of mystery. One Robert Rich, a nephew of Frank King of the King Brothers Productions, said at the weekend that he was not the author. Paul Rader of Cambridge, Mass., a radio and television production director, has added to the confusion by claiming that he wrote the original script. His story was sold in Oct. 1951, reportedly to the Nassour Studio, Inc., which instituted a $750,000 damage suit against the producers charging that "The Brave One" has been inspired by "Ring Around Saturn" and later "Emilio and the Bull."

Glynn Services Today

Funeral services for John J. Glynn, vice-president and treasurer of Warner Bros. International Corp., who died Saturday of 30 of coronary thrombosis at South Nassau Communities Hospital, Oceanside, Long Island, will be held at 10:00 A.M. today at St. Agnes Church, Rockville Center, Long Island. His age was 63.

WARNER BROS.' TRADE SHOWS APRIL 10

RANDOLPH SCOTT

"SHOOT-OUT AT MEDICINE BEND"

ALSO STARRING JAMES CRAIG · ANGIE DICKINSON WRITTEN BY JOHN TUCKER BATTLE AND D. D. BEAUCHAMP
PRODUCED BY RICHARD WHORF DIRECTED BY RICHARD L. BARE

ALBANY
20th Century-Fox Screening Room
1052 Bway • 2:00 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

BOSTON
20th Century-Fox Screening Room
115 Bway • 2:15 P.M.

BUFFALO
Paramount Sc. Rm.
464 Franklin St. • 2:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
12 E. 6th St. • 8:00 P.M.

CLEVELAND
20th Century-Fox Screening Room
2219 Payne Ave. • 2:00 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
20th Century-Fox Screening Room
1300 High St. • 12:45 P.M.

DETROIT
20th Century-Fox Screening Room
2211 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
Universal Screening Room
517 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Fox Westcoast Screening Room
1837 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 3:00 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 8:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Stanley Warner Screening Room
70 College St. • 1:30 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 2:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.

OKLAHOMA CITY
20th Century-Fox Screening Room
10 North Lee St. • 10:00 A.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:00 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of the Allies • 1:30 P.M.

PORTLAND
Star Screening Room
925 N.W. 19th Ave. • 2:00 P.M.

SALT LAKE CITY
20th Century-Fox Screening Room
216 East 1st South • 1:00 P.M.

SAN FRANCISCO
Republic Screening Room
221 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Egyptian Theatre
2:00 P.M.

ST. LOUIS
Art Theatre Screening Room
1:00 P.M.

WASHINGTON
Stanley Warner Screening Room
13th & E. Sts. N.W. • 10:30 A.M.

Television Today

PASSING IN REVIEW....

According to an old Chinese proverb, a fairy tale in the hand is a very fragile thing. Its illusive charm depends to a major extent on the imagination of the beholder, whether he be (in decreasing ratio) reader, listener or viewer. The imagination of the viewer is strictly limited by the pictures put in front of his eyes. He is tied down, so to speak, and must accept the earthbound images thought up by other people who are, necessarily mortal, and whose flights of fancy are just as unfamiliar to him as someone else's toothbrush.

Dramatic Impact Absent

These were some of the problems faced by the viewer Sunday night in the course of Rodgers and Hammerstein's big and beautiful adaptation of "Cinderella" on CBS-TV. It was an expensive, handsome show, wonderfully performed by everyone, including those technical magicians behind the cameras as well as the performers in front of them. The music and the lyrics were extremely reminiscent, but charming. The only trouble was that the story of Cinderella lacked any dramatic interest whatsoever. Nobody expects Cinderella's triumph to have social significance, or that the heroine should be tied to the railroad tracks, but even the tots have a right to expect a little action with maybe just a *soupcon* of implied evil. Bring back Captain Hook!

The motion picture industry came in for two presumptuous blasts on the part of the aluminum and television industries last week: Kaiser Aluminum's "Hollywood Award Winner" Tuesday night and Alcoa Aluminum's "The Big Build Up" Sunday night, both NBC-TV and obviously timed to cash in on the Academy Awards publicity.

Cliches Overworked

Judged strictly as serious entertainment, neither would be worth a long yawn: one being an inconclusive string of cliches about a venal producer and an idealistic writer, the other an inconclusive string of cliches about a venal producer and an idealistic actor ("Who am I? What is the real me?"). Television, of course, is not above some carefully limited searching of its own soul ("The Comedian" and "Man on a Tiger," for instance), but why must it so fearlessly attack an old cliche the very same week at CBS brass quashes a Studio One script about freedom of network speech?

The two premieres of the week were not overly auspicious. ABC-TV's Men of Annapolis Tuesday evening might have been a reject, with costumes changed, from the West Point series, the quality of which is generally pretty high. Sunday night's new Marge and Gower Champion Show, CBS-TV, got off with a broken toe (Gower's), promising some pleasant dancing and singing but tied together by marital complications out of the script writer's bottom drawer. The same afternoon, however, CBS offered two notable shows: Odyssey's imaginative and informative treatment of Pickett's charge at Gettysburg and the equally impressive See It Now film essay on Poland today. This, now, is television.—V.C.

File 1st Complaints on 'False' Advertising

From THE DAILY Bureau

WASHINGTON, April 1.—The Federal Trade Commission has filed its first complaints resulting from the work of its special unit to monitor false radio and television advertising.

The complaints charge three national drug distributors with falsely advertising products dealing with arthritis and rheumatism. The complaints are directed against Mentholatum Co., Whitehall Pharmacal Co., and Omega Chemical Co., Inc.

The FTC last October set up the special unit to monitor broadcasting advertising.

Four CBS Programs Shifted to New Time

The CBS Television Sunday afternoon program schedule will be revamped, effective Sunday, April 7, with three top CBS news and public affairs Sunday programs moving to new time segments on that date and a fourth series occupying a new time period on Sunday, April 14.

Following are the programs and new time segments on that date, and a fourth series occupying a new time period on Sunday, April 14.

"THE LAST WORD" will be seen from 3:30-4:00 P.M., EST. "FACE THE NATION" will be seen from 4:00-4:30 P.M., EST. "WORLD NEWS ROUNDUP will be seen from 4:30-5:00 P.M., EST.

Effective April 14 "ODYSSEY" will be seen from 5:00 to 6:00 P.M., EST. On SUNDAY, MARCH 31, the once-monthly Edward R. Murrow-Fred W. Friendly "See It Now" programs, "Poland, 1957" will be seen in the 5:00 to 6:00 P.M., EST, time period.

Schiller to NTA

Jay L. Schiller has been named director of research of the NTA Film Network, effective now, it was announced by Raymond E. Nelson, the network's vice-president and general manager. Schiller has resigned his position as research director of Atherton & Currier, advertising agency.

needed: a super magazine

The nation now musters 45 million families of *consumers* and puts their average income at $5,000 a year. *Fifty* million will be the likely count when the next census comes!

But there will never again be enough salesmen. The day of personal selling to the consumer is about over. Like hand weaving, *hand selling* is too slow, too costly. The selling job, if it is to be done, is increasingly *up to advertising*—and the job grows as the unbelievable output of our factories multiplies.

We might call this the "super" era. Supersonic planes. Super automated factories. Super highways. Super markets.

There is also need for a super magazine—able to count its circulation by the dozen millions.

It should saturate key markets where the most productive selling can be done. It should price its space low enough to let advertisers use it regularly—every week if such super salesmanship is needed.

It should be able to move goods by the trainloads, make sales that look important to every business, even those with the *billion* dollar balance sheet!

Now measure THIS WEEK Magazine by these standards. It *already* distributes more than a dozen million copies every week.

It penetrates deep into hundreds of important markets all over the country.

It offers color pages for about half the usual cost per thousand.

It is already probably the most powerful selling force in print. And, used regularly and to capacity probably the most powerful selling force, *period!*

This magazine can say right now: "Your advertising will be read by more people here than in any other publication."

Its rate of growth is such that its leadership *and* readership are likely to *keep* it far ahead.

If you are looking for a super magazine, take a long look at THIS WEEK Magazine.

This Week
MAGAZINE

THIS WEEK MAGAZINE shares the power and prestige of these 37 great newspapers

The Baltimore Sunday Sun . . . The Birmingham News . . . Boston Sunday Herald . . . The Charlotte Observer . . . Chicago Daily News . . . The Cincinnati Enquirer . . . Cleveland Plain Dealer . . . The Dallas Morning News . . . The Denver Post . . . Des Moines Sunday Register . . . The Detroit News . . . The Houston Post . . . The Indianapolis Star . . . The Jacksonville Florida Times-Union . . . The Los Angeles Times . . . The Memphis Commercial Appeal . . . Miami Daily News . . . The Milwaukee Journal . . . Minneapolis Sunday Tribune . . . The New Orleans Times-Picayune States . . . New York Herald Tribune . . . Norfolk Virginian-Pilot and Portsmouth Star . . . The Philadelphia Sunday Bulletin . . . The Phoenix Arizona Republic . . . The Pittsburgh Press . . . Portland Oregon Sunday Journal . . . Providence Sunday Journal . . . Richmond Times-Dispatch . . . Rochester Democrat and Chronicle . . . St. Louis Globe-Democrat . . . The Salt Lake Tribune . . . San Antonio Express and Sunday News . . . San Francisco Chronicle . . . The Spokane Spokesman-Review . . . The Syracuse Post-Standard . . . The Washington Sunday Star . . . The Wichita Sunday Eagle

The Night Of The Bachelor Party...

The story of five ordinary men on a stag dinner that exploded into an angry, drunken, hilarious binge.

A night of party-crashing, Greenwich Village pickups and aimless bar-hopping that ends for each in a moment of great truth.

If you're a woman one of these five is your husband, your boyfriend, your lover – if you're a man one of these five men is you.

A vivid glimpse of life – brought to the screen by the men who made "Marty".

HECHT, HILL and LANCASTER present

the Bachelor Party

starring **DON MURRAY** with E. G. MARSHALL · JACK WARDEN · PHILIP ABBOTT · LARRY BLYDEN and PATRICIA SMITH · CAROLYN JONES · STORY AND SCREENPLAY BY PADDY CHAYEFSKY | DIRECTED BY DELBERT MANN · ASSOCIATE PRODUCER PADDY CHAYEFSKY PRODUCED BY HAROLD HECHT · A Norma Productions, Inc. Picture

Watch | NEW YORK – Victoria Theatre – April 9 | LOS ANGELES – Fine Arts Theatre – April 12

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 81, NO. 64 NEW YORK, U.S.A., WEDNESDAY, APRIL 3, 1957 TEN CENTS

By New Nominators

Mann Named Successor to Berger at NCA

No Move to Withdraw From Allied States Assn.

Special to THE DAILY

MINNEAPOLIS, April 2 – Reversing the decision of its combined steering-nominating committee taken at a meeting yesterday morning, North Central Allied today chose Ted Mann, Minneapolis circuit owner, as its new president, succeeding Benjamin N. Berger, and failed to take any action on a recommendation that it withdraw from the parent national organization.

Discard of the earlier report came this morning at the NCA's board of directors meeting. A new nominating committee was chosen by secret ballot consisting of E. L. Peaslee, Stillwater; Frank Mantzke, Henry Greene, and Mann, of Minneapolis, and Lowell Smoots of Little Falls. The five-man executive committee

(*Continued on page 5*)

Technicolor Negotiates In Three New Fields

Technicolor, which is interested in diversification, is currently negotiating in such varied fields as precision machinery, electronics, motion picture laboratories and Cinerama, including motion picture theatres, president Herbert T. Kalmus states in the company's annual report. Negotiations in the three fields "are still active but as yet without conclusion," according to Kalmus.

The annual report, which includes

(*Continued on page 2*)

'Sky' To Have Dual Premiere at Sutton

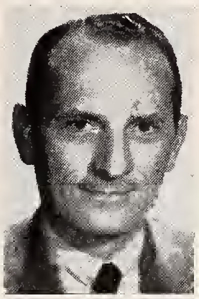
A dual premiere of the Rank Organization's "Reach for the Sky," at the Sutton Theatre on Monday, April 29, was announced by Kenneth N. Hargreaves, president of Rank Film Distributors of America, Inc., yesterday at a press reception at the Hotel

(*Continued on page 5*)

National Theatres Has New Film Production Subsidiary

By WILLIAM R. WEAVER

LOS ANGELES, April 2—Elmer Rhoden, president of National Theatres, today announced the establishment of a new subsidiary company to be called National Film Investments, Inc., which will "participate, assist, and finance the independent production of a limited number of motion pictures of excellence and distinction." The new company will be headed by Charles L. Glett, industry pioneer most recently active as a member of the executive staff of General Teleradio and vice-


Charles L. Glett

(*Continued on page 2*)

Small Business Relief 'Package' to Congress

From THE DAILY Bureau

WASHINGTON, April 2 – The Administration will send Congress all its small business relief proposals in one package.

This was the word passed Republican legislative leaders at their weekly White House meeting. The leaders were told the package would include extension of the Small Business Administration and some tax relief, including faster depreciation of used equipment, easier estate tax treatment, and more liberal loss allowances on investments in small firms.

Over 1,000 Expected For Variety Convention

By SHERWIN KANE

NEW ORLEANS, April 2—Barkers from all parts of the country, Mexico and Europe will begin registering at the Roosevelt Hotel here today for Variety Clubs International's annual convention which opens tomorrow and continues through Saturday. A total registration in excess of 1,000 is expected.

Four days of morning and afternoon business sessions have been scheduled, culminating with the annual Humanitarian Awards banquet on Saturday night. Meanwhile, working committees will decide the annual Heart Award and will cite other outstanding

(*Continued on page 2*)

Sees 'Bigger, Better' Theatres Being Built

Special to THE DAILY

HOT SPRINGS, Ark., April 2.—Many of the older theatres now in existence will disappear, but they will be replaced by "bigger and better" new ones, Bill Williams, branch manager for 20th Century-Fox in Dallas, said at the Independent Theatre Own-

(*Continued on page 2*)

1,665 Theatres Operating in Canada; Total Seating Capacity Is Now 886,865

Special to THE DAILY

TORONTO, April 2—There are 1,665 theatres now in operation in Canada, according to figures compiled by the Canadian Motion Picture Distributors Association. It reported 131 theatres were closed since publication of the official directory last year.

The total seating capacity of Canadian theatres was reduced in the past year by 36,832 for a present total of 886,865. Twenty theatres reopened in the last year, although nine of these houses were located in British Columbia where labor trouble was encountered. Nineteen new theatres were started.

The drive-in situation in Canada remained almost static. Eight were demolished or closed and seven new ones opened in the past year.

Yates Optimistic

Says Republic Facing Best 6-Months Ever

May Pay Cash Dividend In One to Two Years

By LESTER DINOFF

Republic Pictures will have the "best six-month business period of its entire history" in the last six months of 1957 despite a "depressed motion picture industry," Herbert J. Yates, president, told company stockholders here yesterday at their annual meeting.

Yates, optimistic about Republic's affairs, but pessimistic about current conditions in the film industry, said

Herbert J. Yates

(*Continued on page 2*)

Not Seeking to Sell Rep. Holdings: Yates

Herbert J. Yates, president of Republic Pictures, said yesterday that he is currently "not in any negotiation with anyone to sell my holdings and interests in the company."

Saying that he now owns and controls over 340,000 shares of Republic stock, besides lending the company $800,000 for operational expenses, Yates discounted reports that he has received an offer of $11 per share for his holdings from an investment house seeking to acquire the working control of Republic.

"I usually hear reports like this

(*Continued on page 2*)

Television Today Page 5

PERSONAL MENTION

ALFRED E. DAFF, executive vice-president of Universal Pictures, has arrived in New York from Hollywood.

•

WALTER BRANSON, RKO Radio vice-president in charge of worldwide distribution, will be in Havana tomorrow from New York.

•

H. M. BESSEY, executive vice-president of Altec Service Co., and MARTY WOLF, sales manager, are in New Orleans from New York.

•

MARTIN DAVIS, Allied Artists Eastern advertising and publicity director, has returned to New York from the Coast.

•

ROBERT LANTZ, vice-president of Figaro, Inc., will leave New York today for Rome.

•

NICHOLAS GEORGE CONDON, of the 20th Century-Fox Philadelphia branch office, will marry DAPHNE ALLEN on April 28 at the St. George Greek Orthodox Church in Chicago.

Over 1,000 Expected

(Continued from page 1)

Heart projects of the individual tents. Good works in the humanitarian area being the inspiration, as well as the reason for being, of the Variety Tents, great interest and spirited rivalry attaches to the bestowal of the annual Heart Award.

John Rowley, International Chief Barker, will preside at business sessions and the Humanitarian Awards banquet.

Social events planned include a Mississippi River showboat cruise with dinner and entertainment, sponsored by Coca Cola; a Mardi Gras night, with dinner and entertainment, sponsored by Pepsi Cola, and luncheons and special events for the ladies.

Sees Bigger, Better

(Continued from page 1)

ers of Arkansas 38th annual convention here today.

In an optimistic speech Williams told the exhibitors that "we will see wonderful strides in the industry in the next three to five years." His speech reflected the general theme of the meeting, which emphasized the need for "abiding faith in the industy and joint planning for success."

The convention today also heard M. S. McCord, general manager of the United Theatres Circuit of Arkansas,

Yates Calls AA-Republic Merger Stories 'Rumors'

"No one in authority has approached me concerning a merger of Associated Artists and Republic Pictures," Herbert J. Yates, president of Republic, told stockholders here yesterday in reply to a question concerning the likelihood of such a merger.

"There have been rumors of such mergers for sometime. No one has talked to me about it. However, in the future, something might develop," Yates said, pointing out that "most likely this rumor was started for publicity purposes."

Technicolor

(Continued from page 1)

a breakdown on the company's financial structure and 1956 business, reported upon late in February, also reveals that the approximate number of feature length black-and-white photoplays that were started in Hollywood during the years 1954, 1955 and 1956 were, respectively, 85, 110 and 180; i.e., the number of black-and-white pictures was more than twice as great during 1956 as it was during 1954.

Black-and-White Percentage Up

Kalmus also reported that the approximate total number of pictures, black-and-white and color, during the years 1954, 1955 and 1956 was respectively 230, 250 and 275; i.e., the percentage of the total in black-and-white has increased during those years, respectively, 37 per cent, 44 per cent and 65 per cent.

Kalmus also reported that in 1956, Technicolor shipped 387,802,781 feet of positive 35mm prints.

Not Selling: Yates

(Continued from page 1)

about three times a year, and usually, there is nothing to them. I may take this up perhaps next January after I straighten out this situation," Yates said, referring to Republic Pictures' operations and the volume of business in 1957.

Harry Michaelson Dies

MIAMI BEACH, April 2 – Harry J. Michaelson, 59, former president of RKO Pathe, Inc., died here today following a heart attack. He had retired from the company in 1952 because of a heart condition and had made his home here. He is survived by his wife, Fanny, and two sons, Howard and Robert, both of New York.

Republic

(Continued from page 1)

that the Republic position during the last six months of 1957 will improve because of its operations in television production, rental from old films to TV and studio space, commercials, its manufacturing subsidiary and laboratories.

"In one to two years, we may even pay a cash dividend," Yates told stockholders, some 50 in all, at the Essex House meeting. In the past 10 years, Republic Pictures has paid no cash dividends to stockholders, but awarded two five per cent stock dividends.

Yates said that the company has put a lot of money into the business for expansion and at the same time economized by saving $4,000,000 in salary elimination last year. "If we pay dividends, we stand still," he said

Points to 'Blues' Elsewhere

Yates told the stockholders, "Executives from other film companies are 'blue' about present conditions. The theatres are not getting the public in unless they present stories which the public wants.

"We will make our money from our low cost motion pictures which are second feature fare, studio rentals for television and its feeding of product to our laboratories, commercials and doubling up along the line everywhere. We are switching over as fast as possible to television, planning three more sound stages to be added, and getting more and more into television production," the Republic head said.

Yates also revealed that Republic's distribution branch is operating at a loss, "but we must maintain it to liquidate the eight to 10 millions we have invested in our backlog." He added that the company has $1,100,000 remaining out of a $3,000,000 bank loan made for production purposes.

Subsidiary Doing Well

Vice-president John J. O'Connell told the stockholders that Consolidated Molded Products, a division of Republic, is currently ahead 50 per cent in sales. "We expect to finish this year with a 20 per cent increase over 1956," he said.

The Republic stockholders elected Richard W. Altschuler, Albert W. Lind, Franklin A. McCarthy, Bernard E. Smith, Jr., and Yates to the board for a three year term. Other directors on the board are John Petrauskas, Jr., Edwin Van Pelt, Medley G. B. Whelpley, Douglas T. Yates, Ernest A. Hall, A. Louis Oresman, Harry C. Mills, O'Connell, and Leon A. Swirbul. Officers will be elected today.

Of the 2,004,190 outstanding shares of common stock of Republic, 1,715,277 were present in person or in proxy at the meeting.

TOA Heads Meet Today On Foreign Film Festival

Executives of Theatre Owners America will meet at the Sherato Astor Hotel here today with a nun ber of distributors of foreign motio pictures in a preliminary conferen concerning the national exhibitor o ganization's second Foreign Fil Festival, it was learned here yeste day.

Discussions will center on th number of films in the Festival ar the procedure necessary to make it success. TOA plans to hold the Fest val in conjunction with its 1957 a nual convention in Miami Beach November.

NT Subsidiary

(Continued from page 1)

president of RKO Teleradio Picture Inc.

Rhoden said in part, "this inves ment company will have availab to it a substantial revolving fund f the purpose of providing financial a sistance to qualified producers in th independent field. Our objective, co sistent with permissive action by th Department of Justice now under di cussion, is to aid in bringing to th screen of the country's theatres mo quality films." The company also w promote use of the Cinemiracle pr cess by independent and major st dios, both here and abroad, the a nouncement stated.

Glett said in part, "National Fil Investments will seek to provi guidance and stimulation to the co ception and production of the ki of pictures we know the market in critical need of today. We will the same time approach our ma objectives with a view toward e ploring opportunities in such oth media of entertainment as may pro erly fit into our program of divers fication."

NFI will have its headquarters National Theatres offices for the pr sent, pending the setting up of offic in Beverly Hills.

Showplace of the East
FOR YOUR SCREENINGS
- Three Channel interlock projection
- 16, 17½ & 35 mm tape interlock
- 16 mm interlock projection

CUTTING & STORAGE ROOMS

MOVIELAB
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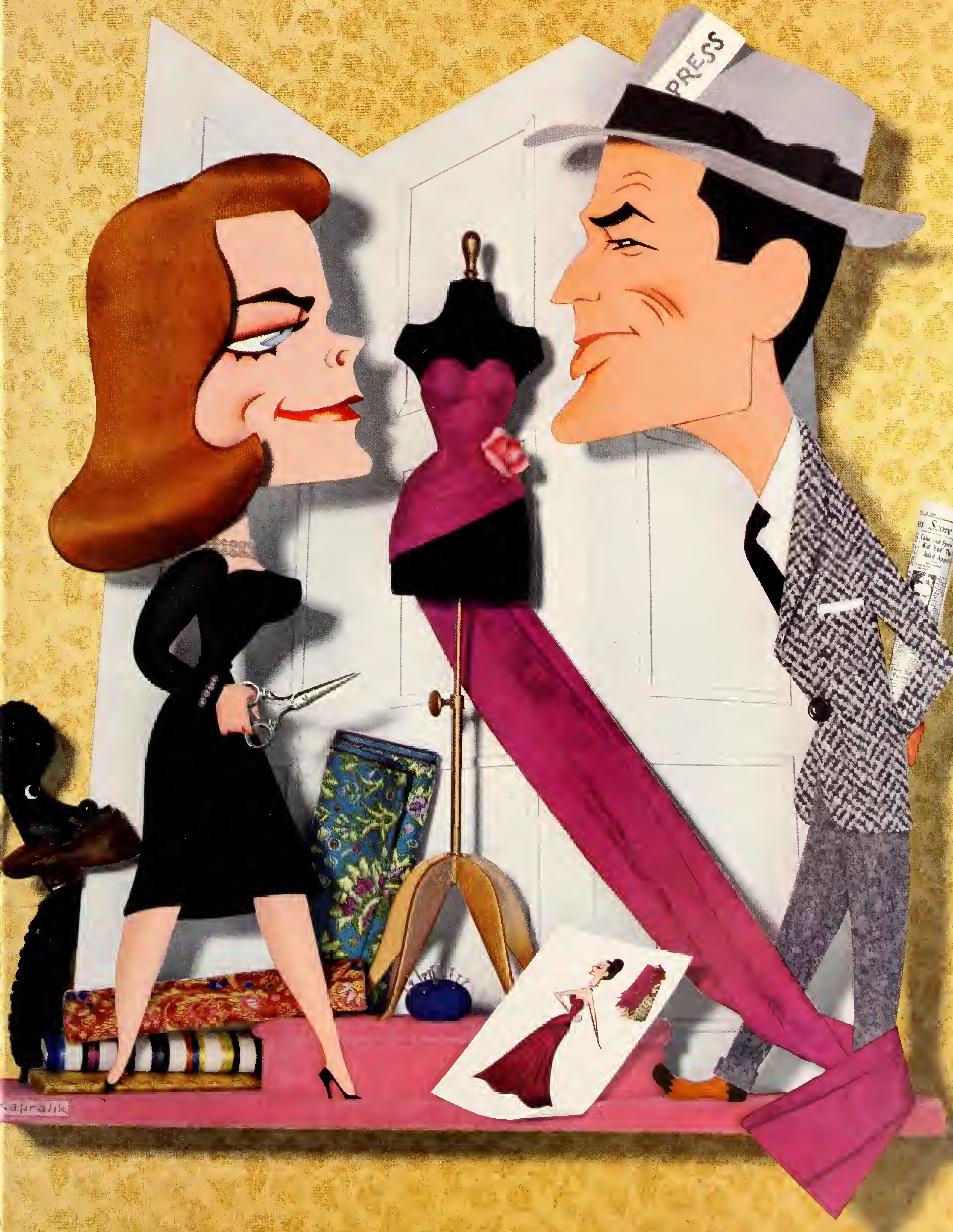

PRESS
Score
Kapralik

From the scrapbook of a DESIGNING WOMAN

The Comedy of the Year, a sparklin entertainment. The story: de lux doll steals rugged newspaper gu from shapely showgirl...who doesn' give up easily!

my husband's ex-flame! (I stuck pins in her.)
Was I crazy to fall for the big lug?
Here's where it all began... that's me in the bathing suit.
I found him in that show girl's boudoir! (and threw things at him.)
He was one newspaper m who knew how to kiss!
We live in two different worlds — and when they collide, WOW!

M·G·M PRESENTS

GREGORY PECK
LAUREN BACALL in

DESIGNING WOMA

Co-Starring **DOLORES GRAY**

Written by GEORGE WELLS Associate Producer in CinemaScope And METROCOLOR
Directed by VINCENTE MINNELLI Produced by DORE SCHARY An M-G-M Picture

Litho U. S. A.

REVIEW:

The Strange One

Horizon-Columbia

IT LOOKS LIKE a sure thing to predict that Horizon Pictures' "The Strange One" is going to be remembered in the future as the film that introduced actor Ben Gazarra to motion picture audiences. The story served as the springboard to catapult him to stardom on Broadway some years ago where it was known as "End As a Man." Now the talented actor's fame is bound to spread much further with the release of this film version, which has been produced by Sam Spiegel for Columbia release.

The character that has made Gazarra famous (and vice-versa) is that of Jocko de Paris, a sadistic bully in a southern military school who persecutes the freshmen cadets under his control mercilessly until they finally turn on him and bring about a drastic comeuppance at the end. It is not a role that is calculated to win audience sympathy but rather to intrigue and fascinate. Gazarra has all the necessary equipment to do just that to audiences—features that are not so much handsome as distinctive, a voice that can purr or lash out at will, and the intelligence to get inside a good role. He looks like Hollywood's next big star.

Actually, while Gazarra runs away with the picture, the script does not give him much of a race. Individual moments have a pungent and morbid power—especially when the protagonist is baiting one of his victims and again when the tables are turned and he is reduced to a sniveling wretch at the end. But the scenes do not add up either to a strong indictment of the military "system" (as seems intended) or a credible portrait of a sadistic man. The motivations for all his hate and hostility are only superficially explored.

Despite the dominance of Gazarra, some other fine young actors—most of them unfamiliar to theatre audiences—manage to make impressions. The best is newcomer George Peppard as the cadet who directs the revolt against the sadist, while Pat Hingle, Arthur Storch and James Olson are also good as various members of the school. And Julie Wilson, the only woman in the cast, is briefly amusing as a Southern floozy.

The picture was directed by Jack Garfein, of the legitimate stage, in his first film assignment. The screen play was by Calder Willingham, based on his novel and play.

Running time, 100 minutes. General classification. Release, in April.

RICHARD GERTNER

Mann Named

(*Continued from page* 1)

returned with a slate, later adopted unanimously at the convention, of Mann for president, Mantzke vice-president, Peaslee treasurer, Greene executive secretary and Harold Field of Minneapolis as chairman of the NCA board of directors.

What was originally scheduled as a two-day convention was telescoped into a single afternoon session. Berger, ending 11 years as head of NCA, spoke of his efforts in behalf of the organization, of his many encounters with Abram F. Myers, Allied general counsel, and of his considered opposition to many of Myers' policies.

Julius Gordon, national head of Allied, addressed the meeting on cable television and advised the exhibitors to investigate its possibilities from all angles before deciding whether or not to invest in it.

Ben Marcus, former president of national Allied, voiced an endorsement of the principle of an arbitration pact without film rentals but aimed at clearing up the present problems of zoning, clearance and availabilities, Allied's re-entry into COMPO and his earlier opposition to a merger between Allied and Theatre Owners of America.

'Sky' Dual Premiere

(*Continued from page* 1)

Pierre for Kenneth More, star of the film. More is in New York for a week of promotional activities.

The first premiere will take place in the afternoon, with all proceeds going to the R.A.F. Association Benevolent Fund. Later that night, the acting British consul general, Miss Kathleen Graham, M.B.E., in association with the Rank Organization, will hold an invitational dress premiere.

Schine Bonds Filed

BUFFALO, April 2—Surety bonds totalling $73,000 were filed in Federal Court today by the Schine theatre interests pending outcome of their appeal of a criminal contempt conviction to the Second Circuit Court of Appeals. Federal Judge Harold P. Burke stayed the payment of $73,000 in fines levied last Tuesday and due today.

Ginsberg Comes Here

Producer Henry Ginsberg has arrived in New York from Hollywood to attend the funeral of his brother, Dr. Charles Ginsberg, who died earlier this week at his home here. Funeral services will be at the Riverside Memorial Chapel here today.

One Man's TViews

By Pinky Herman

THE April 8 broadcast of "The Bell Telephone Hour" will mark its 18th NBConsecutive year, the series having bowed in April 29, 1940. Conductor Donald Voorhees has batonned the consistently fine music series from its inception. . . . "The Night Show," new ABCinema series bowed in Monday night at 11:15 with "Dead Reckoning," co-starring Humphrey Bogart and Lizabeth Scott . . . John Cameron Swayze's exciting Timex watch commershills which are seen and heard on the "Steve Allen Show," created and produced by Sylvan Taplinger, Peck Agency TV head, are signaled out for additional honors at the 4A's forthcoming conclave at White Sulphur Springs later this month. . . . Currently completing her fourth consecutive year as featured vocalist on "Your Hit Parade," NBCiggie TV series, Gisele Mackenzie will star in her own half-hour musical program TVia NBC late September with Scott Paper sponsoring.

☆ ☆ ☆

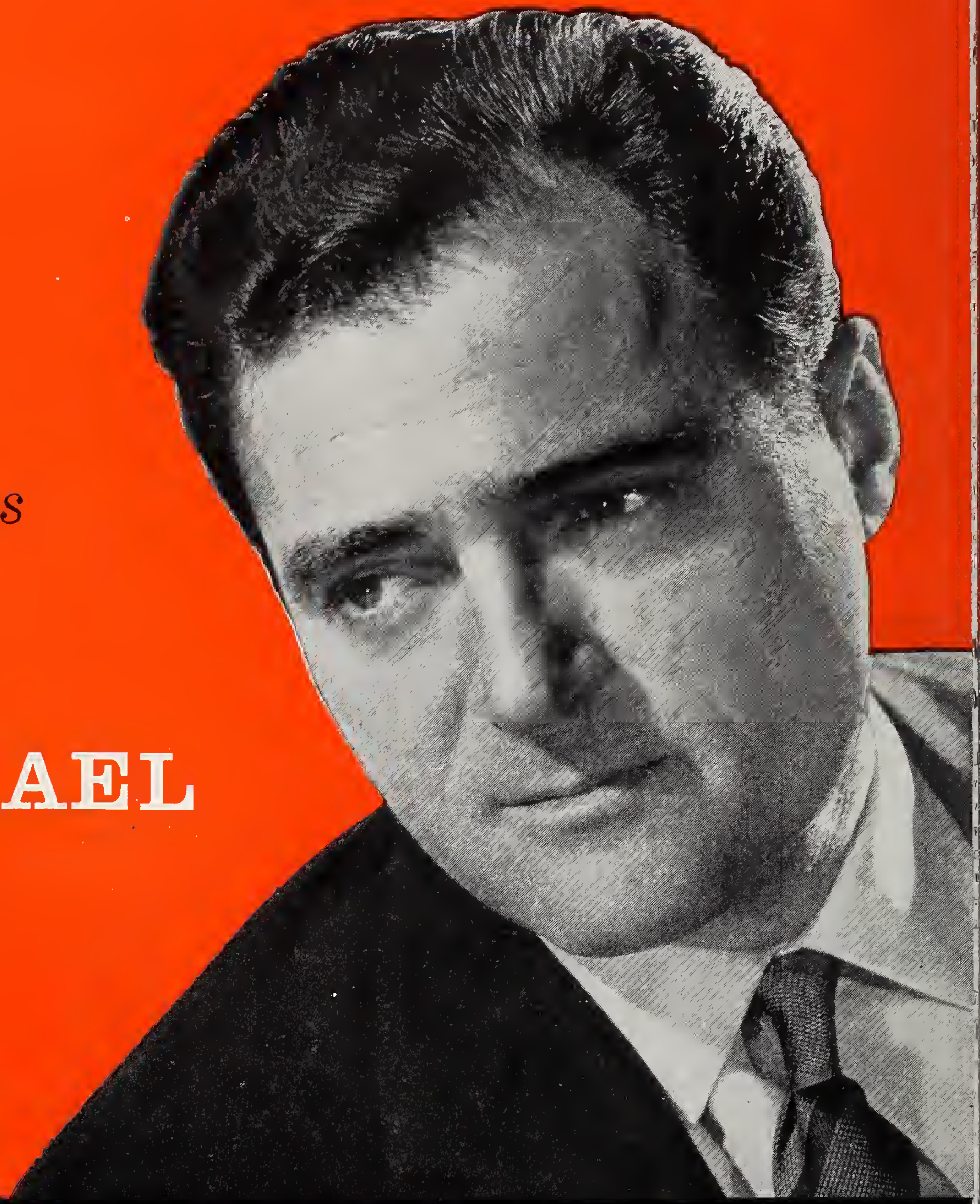
With two tremendously popular long-run TV quizzers still chalking up high daytime ratings nationally, "Strike It Rich" and "The Big Payoff" (10 years and six years respectively over CBS) Walt Framer is readying a third audience-participation series, "Lucky Lady," which is slated for an across-the-board spot via the ABChannels this Fall. Sid Tamber, production supervisor of "Payoff" will head the production unit for "Lucky." . . . Lisa Howard, regularly seen on the CBSoapera, "Edge of Night," flies to Havana today to do the femme lead in a "Captain Grief" telefilm episode for Guild Films. . . . Production assistant on "Today" since his discharge from the Army two years ago, Bob Warner has been upped to commercial co-ordinator for this series. Palmer Channon succeeds Warner with the production NBChores.

Walt Framer

THE BIG ONES...
are advertised in LIFE
"FUNNY FACE"
A Paramount Picture
in LIFE's April 8th issue.
ADVERTISED IN LIFE
THE BIG ONE IN MOVIE SELLING

UA MAKES THE BIGGEST PRODUCTION NEWS

NUMBER **61** IN A SERIES OF IMPORTANT ANNOUNCEMENTS



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the
industry's
biggest
talents...

MICHAEL TODD

THRU UA

NOW IN TODD-AO

AROUND THE WORLD IN 80 DAYS

Michael Todd's "Around the World in 80 Days" in Todd-AO • starring David Niven
Cantinflas • Robert Newton • Shirley MacLaine • Technicolor® • Screenplay by
James Poe, John Farrow and S. J. Perelman • From the Classic by Jules Verne
Directed by Michael Anderson • Produced by Michael Todd

All
the News
That
Is News

MOTION PICTURE DAILY

Concise
and
to the
Point

VOL. 81, NO. 65

NEW YORK, U.S.A., THURSDAY, APRIL 4, 1957

TEN CENTS

$4.43 Per Share

Par. Earnings For 1956 Are $8,731,000

Final Quarter Total Is Reported $1,988,000

Estimated consolidated net earnings of Paramount Pictures for the year 1956 are $8,731,000, the company reported yesterday. This represents $4.43 per share based upon 1,971,316 shares outstanding Dec. 29, 1956, and included $2.26 per share for special items, principally on sale of films to television, it was said.

These figures compare with the year 1955, when earnings were estimated at $9,708,000 or $4.49 per share on 2,161,716 shares then outstanding, including 13 cents per share profit on sale of films, etc.

The company also reported yester-

(*Continued on page* 6)

Amended U.K. Film Bill Goes to House of Lords

From THE DAILY Bureau

LONDON, April 3.—Following the adoption of two governmentally-moved amendments, the House of Commons here yesterday gave the new Films Bill its third reading. The bill then was sent to the House of Lords, where approval is regarded simply as a formality prior to the bill's presenta-

(*Continued on page* 6)

Unusual Stories Need Of Industry: Negulesco

There is "no pat formula for making motion pictures which the public will buy and which will be box office successes," 20th Century-Fox director Jean Negulesco declared yester-

(*Continued on page* 6)

Television Today Page 4

Invite Variety Club Delegates To Support Will Rogers Hospital

By SHERWIN KANE

NEW ORLEANS, April 3—Delegates to the 21st annual convention of Variety Clubs International were invited by R. J. O'Donnell, former chief barker, to give their support to the Will Rogers Memorial Hospital at Saranac Lake, N. Y., of which Abe Montague, Columbia Pictures vice-president, is president. O'Donnell said Montague will be honored with a testimonial dinner at the Waldorf Astoria Hotel in New York on June 19 for his work for the hospital.

On June 20 hospital officials and guests will make their annual visit to the Saranac Lake institution, to be followed by the annual business meeting of directors at Herman Robbin's nearby Schroon Lake resort.

Late registration of many delegates caused cancellation of the opening business session of the convention at the Roosevelt Hotel here this morning. The first session got under way in the early afternoon with somewhat light attendance but with registration continuing. Father Sylvester McCarthy, Variety Club's

(*Continued on page* 5)

Cohn Heads M-G-M Unit

From THE DAILY Bureau

J. J. Cohn

HOLLYWOOD, April 3 — J. J. Cohn, vice-president of Loew's, Inc., has been named to head a special unit of producers now under contract to M-G-M, it was announced today by Joseph Vogel, president. The unit will be responsible for a number of films to be included on M-G-M's 1957-58 schedule, Vogel said.

A major function of the unit will be to develop and introduce new talent in all fields—writing, directing, producing, and acting, it was pointed out.

Cohn headed a production unit in former years that was most notably responsible for the "Andy Hardy" and "Dr. Kildare" series.

Brazil, Japan Head Reports to MPEA Bd.

A report on Brazil and a discussion on Japan highlighted the agenda of the Motion Picture Export Association's board of directors meeting here earlier this week. Robert Corkery, MPEA vice-president, recently returned from South America, reported to the directors on the general industry and economic conditions in Brazil.

A discussion on the division of dollars which the MPEA companies would receive from a new Japanese film agreement as a result of the negotiations being conducted in Tokyo by MPEA vice-president Irving A. Maas also took place.

The MPEA directors voted to pay

(*Continued on page* 6)

SBA Rejects One Loan; Two More Are Received

From THE DAILY Bureau

WASHINGTON, April 3. — Two more applications for loans for theatre modernization have been received by the Small Business Administration and one loan, which has been pending for some time, has been turned down.

The applications now pending are from a California theatre, for $30,600 and from a North Carolina theatre for $19,000. A $16,800 application for a

(*Continued on page* 6)

Insured Loan Program Put in New SBA Bill

From THE DAILY Bureau

WASHINGTON, April 3 — Senate Small Business Committee Chairman Sparkman (D., Ala.) has incorporated a government insured-loan program in a new bill he's introduced to make the Small Business Administration a permanent agency.

An insured loan program was one of the urgent recommendations of the recent delegation of the Theatre Owners of America which met with

(*Continued on page* 6)

Talks to Resume

FCC Majority Seen Favoring Toll-TV Trial

Commission's Legal Right Still a Disputed Subject

By J. A. OTTEN

WASHINGTON, April 3—A majority of the Federal Communications Commission is disposed to authorize a public test of subscription television.

The commission has not actually taken any votes on the subject, but FCC staff members who have been present at recent meetings on toll TV said it seems pretty clear that a majority of the seven-man group favors a public test as the next step in the lengthy, controversial proceedings.

The FCC will not tackle the subject again for another two weeks, since Commissioner Doerfer has just had an appendectomy, preventing his appearance, and the rest of the commission will leave shortly for atten-

(*Continued on page* 4)

Johnston May Visit Iron Curtain Nations

Eric Johnston, president of the Motion Picture Export Association, may visit a number of Iron Curtain countries during his European visit, for which he leaves on April 11. The MPEA head will be accompanied on the trip by vice-presidents Ralph Hetzel and G. Griffith Johnson.

Johnston and party are expected

(*Continued on page* 4)

New Books on Industry Reviewed on Page 5

Two newly published books with aspects of the motion picture industry as subject matter are reviewed in this issue on page 5. The books are "The Lion's Share—The Story of an Entertainment Empire" by Bosley Crowther; and "The Wall to Wall Trap" by Morton Freedgood.

PERSONAL MENTION

DARRYL F. ZANUCK has left New York for Mexico City.

•

ARTHUR ISRAEL, Jr., assistant to **BARNEY BALABAN**, president of Paramount Pictures, will leave New York by plane at the weekend for Hollywood.

•

W. ROBERT RICH, general sales manager for Associated Artists Productions; **DON KLAUBER**, director of station sales, and **PAUL KWARTIN**, director of merchandising, will leave New York today for Chicago.

•

MILTON KIRSHENBERG, treasurer of Paramount International, returned to New York yesterday from Italy.

•

CHARLES L. CASANAVE, president of Fred Astaire Dance Studios, has arrived in New Orleans from New York.

•

HENRY GORDON, Paramount Latin America division manager, will arrive in New York today from Caracas, Venezuela.

•

BOSLEY CROWTHER, film critic of "The New York Times," will speak next Thursday in Hartford at a book-author luncheon under sponsorship of the West Hartford Music and Art Club.

•

HARRY S. BUXBAUM, Paramount branch manager in Cleveland, was in New York yesterday from there.

•

BERNARD "BARNIE" SCHOLTZ, former RCA service executive now associated with the New York headquarters staff of Altec Service Co., has returned there following a tour of upstate New York.

Republic Board Elects Yates, Other Officers

Republic Pictures' board of directors, at a meeting held here yesterday afternoon, re-elected Herbert J. Yates as board chairman and company president.

The board also re-elected vice-presidents Richard W. Altschuler, Douglas T. Yates, Sidney P. Solow and John J. O'Connell; treasurer John Petrauskas, Jr.; secretary Joseph E. McMahon; assistant treasurers Richard S. Rodgers, H. J. Glick, Harold Lange and L. T. Rosso; assistant secretaries Albert E. Schiller, Ira M. Johnson, Rosso and Glick.

RKO-Universal Distribution Deal Saving 50% in Costs, Says O'Neil

Special to THE DAILY

AKRON, April 3—The distribution agreement between RKO Radio Pictures and Universal-International will enable RKO Teleradio Pictures to realize a 50 per cent saving in domestic film distribution costs, Thomas F. O'Neil, president of RKO Teleradio, told stockholders of General Tire & Rubber Co., the parent company.

O'Neil said that the subsidiary's profits in the fiscal year ending November 30 will range from four to four-and-a-half million dollars. He said that the outlook for every phase of RKO Teleradio business this year was very bright except for the Mutual Broadcasting System radio network, where, he said, a new type of operation will be put into effect. "It may become a music and news network," he said.

O'Neil told General Tire and Rubber holders that other motion picture companies, in the future, may attempt distribution agreements such as his company entered into with Universal. He said that high distribution costs existing today may bring this about.

French Stars Coming By Helicopter Thursday

Four of France's top film stars—Gerard Philipe, Jean Marais, Michelene Presle and Francoise Arnoul—will arrive here by helicopter this morning at the 30th Street helioport to launch French Film Month in the U. S. and the week-long official city-wide observance of events honoring the 200th anniversary of the birth of the Marquis de Lafayette.

Holds Altitude Record

The actors will land in the "Alouette II," a French gas turbine engine helicopter making its first trip to this country. The helicopter holds the world altitude record.

The French stars will leave for San Francisco April 12 to launch French Film Week there the following day as well as local celebrations in honor of Lafayette.

Promise Five Theatres To Study Tax Removal

UPPER DARBY, Pa., April 3—The five theatres in this suburban Philadelphia township have been promised that full consideration will be given to their request for discontinuing the 10 per cent amusement tax shared equally by the township and school district. Township officials listened to appeals from spokesmen of the three chains operating theatres here. The Stanley Warner Theatres operate the 69th St., Terminal and Waverly; Paramount owns the Tower, and the A. M. Ellis Theatres operate the Stonehurst.

Spokesmen for the theatres pointed out that other suburban Philadelphia communities, including Darby, Lansdowne and Haverford, have eliminated the amusement tax. They also told of a decrease in attendance and the influence of TV and drive-ins as factors that have hurt their business.

House Group Withholds O.K. of Anti-Merger Bill

WASHINGTON, April 3—A House judiciary subcommittee has not approved an Allied States Association proposal to tighten up a pending anti-merger bill, Chairman Celler (D., N.Y.) said.

The bill would require large firms to give the government advance notice of any proposal to take over the assets of another firm. Allied, while supporting the bill, had urged that the notice requirement also cover situations where one firm is taking over the business of another, such as the transaction under which Universal Pictures recently took over the film distribution business of RKO Radio Pictures.

Celler said he expected the subcommittee would approve the bill today, and that it would cover only asset acquisitions and not business acquisitions. He would not say whether the subcommittee had actually considered the Allied plan and rejected it or had not even considered it.

Senate Unit Backs Move To Block Sale of GA&F

WASHINGTON, April 3—A Senate judiciary subcommittee has approved legislation to block the Government from selling its controlling interest in General Aniline and Film Corp.

The bill, which will go before the full judiciary committee Monday, would simply prevent the Justice Department from any further liquidations, pending final Congressional determination of the matter.

'James' Also Mag-Optical

Mag-optical combination prints are available on 20th Century-Fox's "The True Story of Jesse James" in addition to "Boy on a Dolphin," the company's Easter attraction in CinemaScope.

. . . NEWS ROUNDUP

M-G-M Sales Meet Tomorrow

Sales executives of Loew's, Inc. will arrive in Chicago today for a sales meeting which gets under way officially tomorrow morning. Joseph R. Vogel, president of the company, will address the first business meeting at which Charles M. Reagan, vice-president and general sales manager, will provide. The meeting, which 58 executives will attend, is the first such domestic M-G-M convention in nearly four years.

■

Toronto Greets More Today

Kenneth More, British star of "Reach for the Sky," is in Toronto today, where he will be formally welcomed and presented a citation by Mayor Nathan Phillips of that city. A press reception and radio and TV appearances are scheduled for the afternoon and evening. He will return to New York tomorrow.

■

Texas Carrier Rule Amended

The State Railroad Commission of Texas has approved an amendment to the present film carrier tariff No. 16 to permit theatre equipment and parts to be transported at the film carrier rate instead of the higher common carrier motor freight rate. The amendment resulted from a plea made by Texas COMPO and Texas Film Carriers Association.

■

S-W Zone Heads to Meet

A meeting of Stanley Warner zone managers and home office executives will be held here tomorrow by Harry M. Kalmine, vice-president and general manager of the circuit. Samuel Rosen, executive vice-president, will address the meeting. Zone managers attending will include: Alex Halperin, Chicago; Moe Silver, Pittsburgh; Harry Feinstein, New Haven; Charles A. Smakwitz, Newark; Ted Schlanger, Philadelphia; George A. Crouch, Washington, and Pat R. Notaro, West Coast.

■

$167,000 for 'Funny Face'

Paramount's "Funny Face" grossed $167,000 in its first week at the Radio City Music Hall here, Paramount reports. The picture starts its second week today.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor: William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer: Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

PEOPLE

Thomas F. O'Neil, president of RKO Teleradio Pictures, has been named chairman for radio and television for National Sunday School Week, which will be observed from April 8-14.

☐

Norman Jackter, Columbia Pictures branch manager in Albany, N. Y., who has been promoted to a similar position in Los Angeles, will be guest of the Albany Variety Club at a farewell dinner to be held next Monday in the Sheraton-Ten Eyck Hotel.

☐

Eric Johnston, president of Motion Picture Association of America, has been named chairman of a special National Planning Association committee to promote trade and economic development of the Western Hemisphere. To be known as the Inter-American Committee, it will include business, labor, farm and other leaders from each country in the hemisphere.

☐

Max Westebbe, formerly branch manager for RKO Radio in Albany, N. Y., has been named executive assistant to **Mrs. Hazel S. Smalley**, president of Smalley Theatres, Inc., Cooperstown, N. Y.

☐

Richard Rodgers and **Oscar Hammerstein, II**, and producer-director **Elia Kazan** will appear in 20th Century-Fox's special 90-minute subject introducing the company's offering of more than 50 CinemaScope attractions to be released during the coming year.

☐

Dick Cook, for 11 years film-industry contact for Hearst Advertising Service, has joined the "American Legion Magazine" in the same capacity.

☐

Kazuo Hasegawa, Japanese actor, will arrive in New York today from Tokyo. After a week here he will leave for Hollywood to discuss plans for his appearance in an American film.

☐

Federico Fellini, director of the Academy - Award - winning "La Strada," today will be in Philadelphia, where he will receive the Award of Merit of the Philadelphia Art Alliance.

☐

Jan Sherwin, assistant shipper for Warner Brothers in Cleveland, has been named manager there of the local States Film operation. He succeeds **Harry Schoenberg**, who has resigned.

☐

Rose Tobias, head of casting for RKO Radio's "Stage Struck," has left the company following completion of editing and scoring of the picture.

Cite Woman Publicist In Detroit Newspaper

DETROIT, April 3—Four women were photographed and written up in a recent article in "The Detroit Times" dealing with successful women prominent in industry, one of whom was Mrs. Alice N. Gorham, publicity and advertising director for United Detroit Theatres.

In sketching her achievements during the past 18 years she has occupied her present post, the "Times" says: "She is listed in the International Motion Picture Almanac and has received two of the industry's top honors, The Quigley Showmanship Silver Grand Award in 1948, and the National Planning Commission Audience Award in 1954-55."

Mrs. Gorham is quoted as saying, "Don't try to compete with men. In my very first job I just assembled all the things I was supposed to do and did them, as best I knew how. In this way, at least, I was resolving office confusion by one. Never be a problem yourself.

"There is no difference between the man and woman executive. The greatest asset of either is understanding the other person's problems. Act like a human being. Mutual understanding is all important."

Form Brandt Group for Assistance to Needy

ALBANY, April 3.—Brandt Foundation, Inc., has registered a certificate under the membership corporation law, to operate for charitable purposes of every kind "including, but not limited to, raising funds for benevolent purposes, and to voluntarily lend money to, or otherwise voluntarily aid and assist, persons in need who are or were employed in the motion picture and/or theatrical and associated industries and fields." The money will be loaned without interest.

An accompanying affidavit by Harry Brandt, New York City, on behalf of himself and members of the immediate family, gave permission for use of the name "Brandt Foundation, Inc." Directors are Joe Ingber, Arthur Sommer, George Goldstein, Vivian Gruder and Harry Goldstein, of New Yok. The Foundation will operate in the United States, and its office is in New York City.

Rank Names Goodman

Rank Film Distributors of America, Inc., has announced the appointment of Hollywood's Goodman Advertising, Inc., to handle all Hollywood and West Coast phases of publicity, promotion and advertising for the company's forthcoming program of feature film releases. The program, as initially set, will comprise 16 pictures. Campaigns for the Rank Organization films in the west will be handled under the direct supervision of Mort Goodman, president of the agency, and Al Vaughan the agency's publicity director.

SMPTE Publishes Book On Elements of Color

A 104-page book dealing with the use of color in motion pictures has been published by The Society of Motion Pictures and Television Engineers. It represents more than a year's work by a special committee of experts working under the SMPTE's color committee, according to the Society.

Topics covered in the book, which is called "Elements of Color in Professional Motion Pictures," include characteristics of color; color films and processes; photographing a motion picture in color; special effects; color processing and printing; and the relationship of motion pictures and color television.

Keaton Honors Set

PERRY, Okla., April 3.—Buster Keaton, famed silent screen pantomimist, will be honored next month by the State and Oklahoma and this city, his boyhood home, as one of Oklahoma's most illustrious citizens. Permanent bronze plaques testifying to the state's and city's esteem for Keaton will be installed in the State Capitol in Oklahoma City and the Perry City Hall building on May 7, in conjunction with the statewide Oklahoma Semi-Centennial celebration. A highlight of the celebration will be the world premiere of Paramount's "The Buster Keaton Story."

Mull 2nd TOA Foreign Fete

Plans for a Foreign Film Festival to be staged by Theatre Owners of America in Miami Beach next fall were discussed at a meeting between executives of the national exhibitor association and distributors of foreign motion pictures here yesterday.

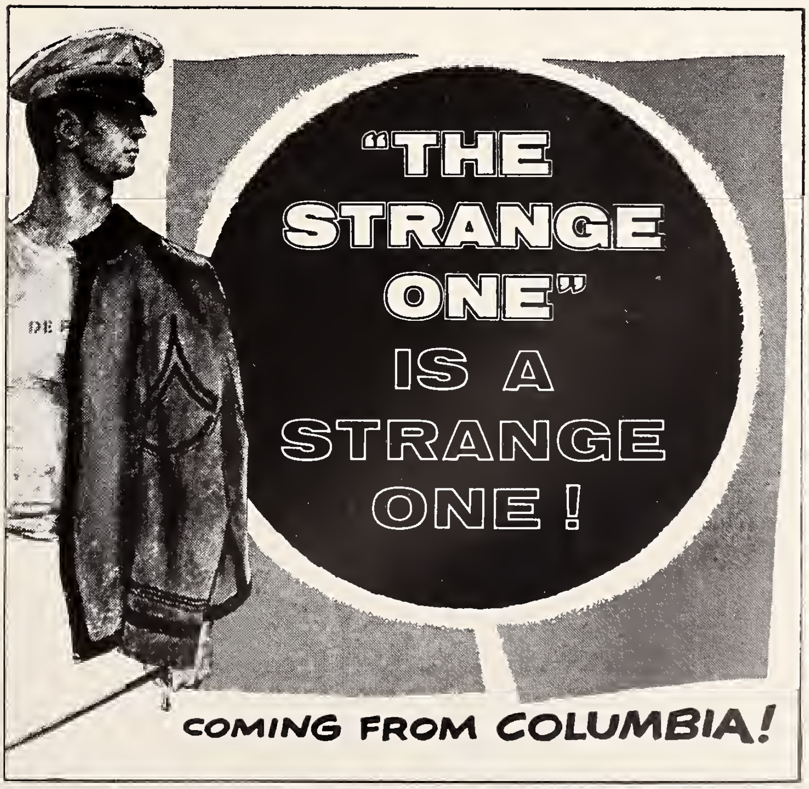
TOA proposes to hold the Foreign Film Festival, the second it will sponsor, in conjunction with its annual convention which is set for the Americana Hotel, Miami Beach, Nov. 20-23.

Six Entries from Abroad

The national exhibitor group held its first Foreign Film Festival last year in conjunction with its New York convention, with screenings at the Museum of Modern Art here. Representatives of six foreign film distributors entered product in the film fair.

This year, TOA hopes to capitalize on its experience in sponsoring the 1956 festival. At the meeting here yesterday, it was reported that preliminary plans and ideas were discussed as was the selection of a Miami Beach theatre, possibly the Carib Theatre or the Americana Hotel itself, where the picture will be presented.

Walter Reade, Jr., Herman M. Levy and Joseph G. Alterman represented TOA at the meeting.


"THE STRANGE ONE" IS A STRANGE ONE !
COMING FROM COLUMBIA!

Television Today

New License Law Is Filed

From THE DAILY Bureau

WASHINGTON, April 3—The Federal Communications Commission has officially submitted to Congress legislation to extend from three to five years the maximum period for which radio and television licenses may be granted.

The legislation has been introduced in the House and Senate by key members of the Commerce Committees. FCC chairman McConnaughey has long indicated the Commission would seek authority to lengthen the period of broadcast licenses to five years.

Rising Expense a Factor

In urging the longer licensing period, the FCC argued that the construction and operation of a commercial radio or TV broadcasting station are much more expensive than formerly, and that a longer licensing period would enable operators to get better financing terms.

Commissioners Bartley and Lee dissented from the Commission recommendation. Bartley recommended a change to an indefinite licensing period.

Shafto Resigns as NARTB Review Head

From THE DAILY Bureau

WASHINGTON, April 3.—G. Richard Shafto has resigned as chairman of the Television Code Review Board of the National Association of Radio and Television Broadcasters. He will be succeeded by William B. Quarton, who has been vice-president of the board.

Shafto's resignation will be effective April 11. He has been the board's chairman for two years.

'Popsicle 5' to Bow

"Popsicle Five Star Comedy Party," sponsored by the Joe Lowe Corporation, will be presented on ABC Television Saturdays, 5:30-6 P.M., EDT, starting May 18. Five name attractions will take turns headlining the program each week, including Paul Winchell and Jerry Mahoney, Senor Wences, Olsen and Johnson, Ben Blue and Jerry Colonna.

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Jack Sidebotham, Mrs. Ed Graham, Mel Gold, Ed Graham, Dr. Alfred Goldsmith, Lou Feldman.

SOFT SPEAKING isn't soft selling; that's the way Ed Graham put it the other day when he and Jack Sidebotham described their brainchild, "Bert and Harry," the series they do (along with Bob and Ray) for Piel. Jack added a personal note: he and Ed believe in making money, but also in doing the things they want to do. Alfred "Doc" Goldsmith, their host at the National Television Film Council luncheon (and its new president) noted in introducing his guests and their subject, that they were symptoms, he felt, of the new trend; and so often in television pokers have been used to kill flies. Sidebotham with crayon and paper drew Bert and Harry, successfully. The man at the projector was unsuccessful, and enough said. Some in the audience were curious enough to ask whether Bert and Harry increased Piel beer sales. The answer seems to be, sales are up, but no figures. And . . . Piels has ordered more commercials. Both men let on to a curious development: agencies generally are not crowding their books, which it is hinted may be professional jealousy. At the luncheon: no beer.—F. S.

Big Promotion Slated For New NTA Features

An intensive consumer advertising and promotion campaign in support of its new feature film series was launched this week by the NTA Film Network, which is commencing commercial operations. The program is called "Premiere Performance" and will be carried by 133 television stations throughout the United States and its possessions.

Never Before on TV

The program will present a group of outstanding 20th Century-Fox motion pictures never before shown on television. The series will be sponsored by Warner-Lambert Pharmaceuical Company and Old Golds. Actors Debra Paget and Jeff Hunter will be host and hostess for the series.

Shirley Temple Signs For Fairy Tale Series

Shirley Temple has signed for the coming TV season with Henry Jaffe Enterprises to appear as host-narrator in a series of 20 one-hour dramatic and dramatic-musical fairy tales. The Jaffe office is presently readying the script for the opening show, in which Miss Temple will appear in the leading role. Subsequent programs will see her in the role of host-narrator.

Jaffe will announce time and sponsor for the Temple series in the near future.

International Sales Force Organized by TPA

Organization of a world-wide sales staff for Television Programs of America, Inc., television film producers and distributors, has been announced by Milton A. Gordon, president. Exclusive sales representatives already have been named in nine countries. Additional appointments will be made later this year in the Far East and Europe.

J. E. Palmer Heads Sales

The appointment of J. E. "Ev" Palmer as general sales manager for TPA in Canada was also disclosed. At the same time, Gordon announced the appointment of the Horace N. Stovin & Co., station representatives, to be exclusive distributors for TPA properties in Canada. Under this arrangement, Palmer will work directly with William Byles, executive vice-president of Stovin, in setting up a new division within the Stovin organization to concentrate on the sales of TPA properties in Canada. This arrangement gives TPA use of the coast-to-coast office facilities and services of the Stovin organization.

New Kennis Quarters

Kennis Film Service, Inc., the film shipping subsidiary of National Telefilm Associates, has moved to new and larger quarters at 311 West 43rd Street here. Daniel Kennis continues to head the operation.

Dublin Mayor To Appear On Playhouse 90 in June

From THE DAILY Bureau

HOLLYWOOD, April 3 — The life story of the Honorable Robert Briscoe, Lord Mayor of Dublin, will be produced on CBS' Playhouse 90 in June, according to Martin Manulis, producer.

Briscoe will appear on the program in filmed footage to be recorded here before he returns abroad.

FCC Majority

(*Continued from page* 1)

dance at the National Association of Radio and Television Broadcasters convention in Chicago. The matter was scheduled to come up at FCC meetings yesterday or today, but Doerfer's operation prevented it.

Staff members report that much of the recent discussion has been over the questions of whether the FCC has the legal authority to act without further Congressional action, and whether the FCC should authorize tests before further hearings, or should have hearings first.

At least four commissioners—Chairman McConnaughey, Lee, Craven and Doerfer—are taking the attitude that the commission has the authority to act and that a public test should be the next step, preceding hearings. This would presumably clear the way for a final decision right after the test and hearings.

Two Want Hearings First

Commissioners Bartley and Hyde are arguing that hearings should come first, going into the FCC's authority to act, as well as other matters. Commissioner Mack has not clearly lined up with either group yet, according to the reports.

Even when the matter comes to a vote and a majority goes for early public tests, the commission will still have to grapple with the conditions for that test—how large an area it should cover, the companies that should be allowed to participate, the hours of the day, and similar matters.

Johnston May Visit

(*Continued from page* 1)

to visit London, Rome and Paris. The MPEA head plans to preside over a meeting of the association's European overseas representatives and then may visit Yugoslavia and East Germany with Marc Spiegal, who has been conducting negotiations for the sale of American motion pictures to Poland, Czechoslavakia, East Germany and Hungary.

Hetzel is expected to stay in Europe to attend the Cannes Film Festival as the MPEA's representative.

It was reported previously that Johnston may sign a number of film agreements with some European countries during his visit, and may make a number of speeches before industrial organizations.

Variety Clubs

(*Continued from page* 1)

chaplain, gave the invocation. John H. Rowley, international chief barker, took the chair after a welcoming address by Henry G. Plitt, chief barker of the host New Orleans tent and roll call by Rotus Harvey, international property master.

The annual financial report by J. B. Dumestre, Jr., international dough guy, showed total assets of $129,685 of which $40,076 was cash, and $63,000 in government bonds. Income for the last fiscal year amounted to $54,253 of which $41,701 was from dues. Expenses for the year amounted to $38,826.

O'Donnell Looks to London

O'Donnell urged delegates to support the 1958 convention to be held in London next April. He also asked delegates to aid in playing "The Heart of Show Business," the film depicting Variety's work, produced by Ralph Staub and to be distributed by Columbia. The film will be screened at the RKO Orpheum here tomorrow for the delegates.

In responding to introductions, Marc Wolf, former chief barker, noted that despite business emergencies, the work of Variety tents in the field of humanitarian work had not declined. Rotus Harvey reported on attendance pointing out that 21 of 24 international officers present and delegates had registered from 26 of 38 tents.

Officers Introduced

Others introduced included George W. Eby, first assistant chief barker, Ed Emanuel, second assistant, and George Hoover, executive director.

The annual Heart Award banquet at which the Jimmy Fund Award of the Boston tent will be presented to Thomas A. Yawkey on his 25th anniversary as owner and president of the Boston Red Sox will be held at the Hotel Statler in that city on April 14.

The presentation will be made by Dr. Sidney Farber, scientific director of the Children's Cancer Research Foundation. Ted Williams, Red Sox baseball star and a long time backer of the Boston tent's Jimmy Fund heart project, will be toastmaster. Among the guests will be O'Donnell and John H. Harris; representing Variety international, Danny Kaye, Pat Boone and others.

Clyde Rembert a Winner

Clyde Rembert, chief barker of the Dallas tent, won the grand prize of a trip to the 1958 Variety International convention in London by signing up the greatest number of Variety members in the John Rowley Membership Drive, held Dec. 1-March 1. Rembert obtained 61 regular members and 41 associate members.

The Dallas tent, also taking first place, signed up 183 regular and 177 associate members, bringing its total membership to 850. Omaha was second, Detroit third and Miami fourth in the contest.

BOOK REVIEWS

THE LION'S SHARE: The Story of an Entertainment Empire, by Bosley Crowther; 312 pages, Foreword and Index, illustrated, New York: E. P. Dutton & Co., $5.00.

"The Lion's Share—The Story of an Entertainment Empire," is a very readable story of Loew's—MGM by Bosley Crowther, film critic of the New York Times, that begins with Marcus Loew's interest in the penny arcades started by his friends, Adolph Zukor and Morris Kohn in New York in 1903, and ends 53 years later with Joseph R. Vogel as the newly elected president of the world-wide Loew's organization.

MGM was chosen as the book's subject, the author explains in a foreword, because "its history presents a clear and characteristic pattern of how the American film industry evolved"; its distinctions and those of its people "add up to an overwhelming total of outstanding fascinations in American films," and "the sheer drama of its story" is material good enough in itself for a screen play.

Fascination Is Not Limited

There are those, particularly those with an intimate knowledge of the history and personalities of other motion picture companies, who will wonder in what respects the stories of these others are less fascinating, while at the same time conceding that a very interesting account has here been given of Loew's-MGM.

The book contains few surprises for industryites. There is an abundance of behind-the-scenes anecdotes of one kind or another from executive feuds, to stars' or directors' peccadillos, and of problems related to some of Leo's all-time great productions, to the upbuilding of integrated companies, the upheavals created by sound, the advent of radio and of television.

These are related with a freshness, an unmistakable relish that will hold the interest of industry readers to whom the whole story is familiar, and should be even more engrossing to the lay reader, for whose benefit many of the stories concerning the great stars and productions of the Culver City plant are obviously related.

Scant Attention to Consent Decree

Just how dependable the tome is as industry history is debatable. Certainly, many will feel that the perspective of a historian who gives only passing mention to the Federal anti-trust suit that not only brought about theatre divorcement but also shaped the production and marketing policies of the modern industry is somewhat obscured when, on the other hand, a single libel case (that in which "Rasputin" figured) is given an entire chapter.

Moreover, it contains a number of noticeable errors. For example, it finds RKO's beginning in the Producers Distributing Co. alliance with Keith-Albee-Orpheum in 1926, whereas RKO itself traces its corporate history back to John R. Freuler's Milwaukee nickelodeon operations in 1905.

Again, it speaks of Balaban & Katz being in receivership in 1932, yet the huge Chicago theatre company was such a tower of financial strength throughout the depression years that it is generally credited with having brought Barney Balaban to the attention of the principal Paramount reorganization factors with the result that they invited him to New York to head the parent company where he is to be found today.

Trade eyebrows will be lifted too at the S. "E." Lynch (P. 39), the Henry Guinsburg (sic), P. 264, and Essenay for Essanay on several occasions

Controversy Is Skirted

There is very little, if anything, of a controversial nature in the book, and those who go to it in search of some of the barbs to be found in many of Crowther's reviews are sure to be disappointed. Only two brief chapters at the end of the book are devoted to the momentous happenings in the industry since the end of World War II, which also is likely to disappoint many. Most likely to interest trade readers are the author's versions of the latter day clashes of executive personalities and temperaments, such as Nicholas M. Schenck and L. B. Mayer, Mayer and Dore Schary, and other production and home office executives.

The book is illustrated with some excellent photos, 34 in all.

SHERWIN KANE

THE WALL TO WALL TRAP: By Morton Freedgood; 243 pages. New York: Simon & Schuster $3.50.

The motion picture industry, particularly its publicity and exploitation branches, takes a savage, sardonic and bitter pill in Morton Freedgood's "The Wall To Wall Trap." The jacket of this book declares that "this is a shocking story about a successful executive—a man of basic courage and integrity—who finds himself trapped." To someone in the motion picture industry, the story will hold much interest, for the reader will find a detailed picture of what may be the daily happenings, perhaps of his own activities, in the organization which employs him. The industry and company which is described herewith by the author portrays an environment which is not sweetness and light, but one of back stabbers.

To lay readers, Freedgood's novels about a movie press agent may be found fascinating at times, and dull at other instances. Many novelists in the past, it seems, have written so much about the motion picture industry and its environment, that a huge portion of the public is attuned to hearing about the escapades, seduction and love affairs between film industry folk—press agents, executives, stars, etc.

The characters and situations, Freedgood maintains, are wholly products of his own imagination and any similiarity to actual persons or situations is a coincidence. Freedgood is an independent publicist who has worked on and off for a number of years in the publicity departments of several film companies.

Many a Connection to Be Drawn

Some readers familiar with the industry may note a similarity drawn between Above All Pictures, which fronts on the Street from 40 this to 40 that Street," and Paramount Pictures, which fronts on Broadway between 43rd and 44th Street. A comparision also may be drawn concerning the yellow medallion countersunk in the outer lobby of the Above All Pictures Building and Paramount's insignia which is also countersunk in its outer lobby floor, and very neatly also. Characters include the chairman of the board, Mr. G., who has a formal portrait, in stiff Edwardian clothing, of himself hanging in the executive office; the coat's-off, rolled-up sleeves advertising and publicity chief; and the production head in Hollywood with the soft, Southern accent and love for cold Coca Cola.

Takes the Easy Way Out

The story deals with a publicity chief, Ted, who gets it in the end from his ruthless boss for a back-firing campaign. Despite Ted's insecurity over the years, he has attained his status on merit and not by being a sycophant—not hanging on to the coattails of a patronage-dispensing executive, Willie, who moved over to the "Enemy," television. Ted finds that no matter where he turns or what he does, he comes up against the members of "the stickball team" who oppose his viewpoints, and who despise him for not being a "bootlicker." Ted's basic courage and integrity fail him when he has to get a layout in a national magazine, knowing that if he did not get the spread, it would be tantamount to losing his job. Ted is made the scapegoat at the conclusion, but, following a lengthy session with his wife who professes her love for their kind of living and luxurious way of life, he finds himself trapped. He decides he can best survive under the wing of Willie and "not to fly on his own."

LESTER DINOFF

A.A. Prepares Filming Of 'Portland Expose'

HOLLYWOOD, April 3 — Allied Artists producer Lindsley Parsons and his associate, John H. Burrows, left here by plane today for Portland, Ore., in preparation for the filming of "Portland Expose," based on the current racketeering allegations.

REVIEWS

The Tall T

Scott-Brown—Columbia

Thanks primarily to stronger story values than usual, this latest western starring the durable Randolph Scott stands head and shoulders above anything he has done recently. Action fans anticipating something routine may complain of the lack of chases on horseback or barroom brawling. But in compensation "The Tall T" offers a tense and absorbing story which starts out slowly but then builds steadily to a climax that explodes with plenty of shooting and reeks with a lot of blood.

Once some dull introductory matter has been got out of the way Burt Kennedy (in adapting a story by Elmore Leonard) has set up a situation that is probably more familiar to devotees of melodrama than westerns. He has put Scott, as a struggling rancher, on a stagecoach in the company of two newlyweds, played by Maureen O'Sullivan and John Hubbard. Their trip has scarcely begun when they are taken prisoner by three bandits (led by Richard Boone) who, upon learning that the lady is the daughter of a very wealthy rancher, decide to hold her for ransom. Hubbard is murdered, and Miss O'Sullivan and Scott put under guard until the money can be delivered. How they eventually outwit their captors makes up the rest of the story.

In a situation like this the audience knows perfectly well what is going to happen; the interest and fun lie in seeing how it is worked out. Kennedy pulls a number of variations on the basic idea and the western setting helps give it an appearance of novelty. While the build-up of suspense is the major concern—and it is well achieved by director Budd Boetticher—there has also been a commendable effort to give the characters individuality.

The only real complaint that one can have with "The Tall T" is its ambiguous title. The picture, which was photographed in Technicolor, is good enough to deserve a better one. Running time, 78 minutes. General classification. Release, in April.

RICHARD GERTNER

Kronos

Regal—20th-Fox

Hollywood, April 3

Producer-director Kurt Neumann, creator of "Rocket Ship X-M," the picture that started the still thriving science-fiction cycle, proves beyond question with "Kronos" that he is still champion in this field of melodrama. Utilizing a screenplay by Lawrence Louis Goldman, based on a story by Irving Block, the skillful manipulator of suspense and illusion now furnishes the trade a double-climax thriller that is sure to take good care of itself against any and all competition.

The picture, produced in Regalscope for packaging with the same producer-director's "She Devil" as well as for individual bookings also, relies importantly on special effects, by Jack Rabin, Irving Block and Louis DeWitt, which rates high consideration for Academy technological award for 1957. Much realism is to be credited, too, to the splendid photography by Karl Strauss, A.S.C., and sound engineer James Mobley's fine work figures vitally in adding to the film's convincing impact.

In brief, the picture deals with the arrival on earth of a gigantic mechanism from a planet that has depleted its supply of energy and needs to acquire some from this planet. In the way that earthmen have learned to change matter into energy (atom bomb, etc.) the men on that planet have learned to change energy into matter (food, etc.) and when the gigantic mechanism arrives on earth it is up to our scientists to destroy it before it destroys us. You'll guess many times how it comes out, so this additional guess is not too many to leave you with. Jeff Morrow, Barbara Lawrence, John Emery, George O'Hanlon and Morris Ankrum are among the principal players.

Running time, 78 minutes. General classification. Release, in April.

WILLIAM R. WEAVER

Amended U.K. Bill to Lords

(Continued from page 1)

tion to the Queen for Her Majesty's promulgation as the final step before becoming law.

The amendments, described as of a "tidying-up" nature, include one which limits the extension of the present Quota pattern to October, 1960, instead of 1968, as originally proposed in the bill, and another which will forbid the assets and operations of the National Film Finance Corporation passing to non-British interests if and when the Government should decide to dispose of them.

Sir David Eccles, president of the Board of Trade, said that certainly no transfer of NFFC is now contemplated and will not be until production here "really is commercial, on its feet and requiring no assistance." In any event, he added, the Government would pledge itself to oversee any company which purchased NFFC.

The Board of Trade chief said also that new Quota legislation will be introduced as soon as conveniently possible. He claimed that with the aid provided by the bill, whose main provision is a statutory Eady Levy, and with vigorous salesmanship, there was a good chance for British films to make real headway. He added that he has no doubts that the industry can adapt itself to technical changes during the next 10 years in which the bill operates.

Paramount

(Continued from page 1)

day on estimated earnings for the fourth quarter of 1956, which were put at $1,988,000. This represents $1.01 per share, including 85 cents per share for special items, principally on sale of films to television. These earnings compare to $2,028,000 or 94 cents per share reported in 1955, which included 13 cents per share profit on sales of films, etc.

Mrs. Rowland, 62

SEATTLE, Wash., April 3 – Mrs. Gertrude Gay Rowland, 62, former film inspector, died at her home in Nome, Alaska, it was learned here. She was an inspector for the Columbia Pictures and United Artists in Seattle for many years.

Insured Loans

(Continued from page 1)

SBA and Senate officials. Sparkman had previously proposed such a program as a separate bill.

In addition to making SBA permanent and setting up the insured loan program, Sparkman's bill would raise the maximum loan limit from $250,000 to $500,000 and would abolish the Loan Policy Board, which now sets SBA lending rules.

Two-Year Extension Preferred

The Administration has indicated it would prefer a two-year extension of SBA, which is slated to go out of existence June 30, but would go along with a Congressional decision to extend the agency permanently. Sparkman said it was obvious that a year to year extension interfered with the agency's efforts to make plans and recruit personnel.

Sparkman said his proposed new program of government insurance of loans made by banks and other private lenders to small firms would go far to helping small business fill its credit needs. Under his proposal, SBA would administer the scheme, insuring loans of up to $250,000 for a premium of not more than 1½% a year.

Brazil and Japan

(Continued from page 1)

a Lebaran bonus to company employees in Indonesia marking the holiday season in that country; took up the matter of salary increases in Chile; the bonding of cashiers in Italy, and the status of the Spanish market.

Denmark was also a topic with the directors concerned with the sale of American product in that country to rural exhibitors.

Acquires 'Rashomon'

Edward Harrison has acquired American distribution rights to the Academy Award-winning film "Rashomon" from the Daiei Motion Picture Co. of Japan.

Unusual Tales

(Continued from page 1)

day on a local set where he is testing aspirants for lead roles in the picture, "A Certain Smile."

"The public doesn't care who makes a picture, but who is the star and whether the story is unusual," he added. Negulesco, recently finished "Boy on a Dolphin" for 20th-Fox.

Speaking between takes for the tests, Negulesco said the main four ingredients in a successful motion picture, are, story, cast, direction and a good selling organization. "All these combined give the picture a head start," he said, pointing out however that it be quite a job to get all these ingredients together at one time. "The greatest problem we have in Hollywood is casting," Negulesco said, "for there aren't too many box office stars available."

Negulesco pointed out there is a vast need for "unusual stories" for "the usual stories are now being seen on television." "We need stories tha are different and the fight to get them is great," he declared.

SBA Rejects

(Continued from page 1)

West Virginia theatre was turned down. Although SBA announced recently that it had used up its available loan funds, administration officials said they were hoping to get supplementar appropriations from Congress for further grants. To date SBA has approved two loans for theatre repair and modernization and has turned down five.

Golitzin 'U' Studio Production Manager

HOLLYWOOD, April 3 – Edward Muhl, vice-president of Universal-International in charge of production today appointed George Golitzin to succeed Gilbert Kurland, resigned, a studio production manager.

Golitzin, with the studio for 1 years, has been assistant production manager. Kurland will join Hecht Hill-Lancaster as production manager.

Coast Craft Workers February Pay Rises

HOLLYWOOD, April 3 – The weekly earnings of craft workers in production here averaged $128.92 in February, according to the monthly report of the California Department of Industrial Relations. The figure compares with $124.85 in January and $116.91 for the preceding February.

Universal Signs Pine

HOLLYWOOD, April 3–Universal has announced the signing of Howard Pine to a producer contract, with his first assignment to be determined shortly. Pine produced four films for the studio prior to leaving to join William Thomas in an independent production the year before last.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 81, NO. 66 NEW YORK, U.S.A., FRIDAY, APRIL 5, 1957 TEN CENTS

Funeral Monday

John Balaban Dies of Heart Attack at 62

Was AB-PT Director And Head of Balaban & Katz

Special to THE DAILY

CHICAGO, April 4—John Balaban, a director of American Broadcasting-Paramount Theatres and president of Balaban & Katz, prominent Midwest theatre circuit and television company since 1948, died here today of a heart attack at the age of 62.

John Balaban

Balaban is survived by his wife, Bertha; a daughter, Mrs. Ida Scully of Chicago, and four brothers, Barney, president of Paramount Pictures; Elmer, executive with H. & E. Balaban Corp.; Harry, co-founder and president of H. & E. Balaban Corp.; and A. J. Balaban,

(*Continued on page 2*)

Jameson Dies; Founded Film Service Company

Special to THE DAILY

KANSAS CITY, Mo., April 4 — Carl E. Jameson, Sr., founder and resident of Exhibitors Film Delivery nd Service Company, died today in esearch Hospital here. He was 59 ears old.

Although suffering from a heart ilment since 1949, Jameson had ontinued to head the firm which he arted in 1924. The company now erves about 500 theatres in Kansas,

(*Continued on page 4*)

Television Today Page 4

Variety Clubs Int'l Spent $3,000,000 On Child Welfare Efforts in '56

By SHERWIN KANE

(Picture on page 6)

NEW ORLEANS, April 4—Members of Variety Clubs International—approximately 10,000 showmen, spent about $3,000,000 during 1956 in various efforts to aid under-privileged children, Nathan D. Golden of Washington, D. C., International Heart chairman, reported to the 21st annual convention at the Roosevelt Hotel here. He said that about 270,000 individuals were directly benefited by these welfare activities and countless other thousands indirectly aided.

Since the inception of Variety Clubs in 1928, approximately $39,000,000 in charitable endeavors has been spent throughout the world where Variety Tents are located, Golden noted.

Typical of the Variety efforts to aid children is the Variety School for Special Education, built and operated by the Las Vegas Tent, which is a

(*Continued on page 6*)

See Reelection of All International Officers

Special to THE DAILY

NEW ORLEANS, April 4 — In line with Variety Club tradition of having international officers serve two consecutive terms, the present slate which was elected at the New York convention a year ago is expected to be renamed when the annual election is held at the final convention session here on Saturday. Although nomination of opposing candidates can be made from the floor, no opposition to a second term for the slate now in office is in sight.

The international officers are: John H. Rowley, chief barker; George W.

(*Continued on page 6*)

'Funny Face' to Cannes As Official U. S. Entry

Paramount's "Funny Face" has been accepted as the official American entry in the International Film Festival at Cannes, France, to be held May 2-17, it was announced yesterday by the Motion Picture Export Association. The film was nominated

(*Continued on page 4*)

3 on Distributor Unit For Foreign Film Fair

A three-man committee representing the leading foreign film distributors in the U.S. has been appointed to formulate plans for the 1957 Foreign Film Fair to be held in conjunction with the annual convention of Theatre Owners of America, the association announced here yesterday.

Named to the committee were Arthur L. Mayer, veteran industry executive; Felix Bilgrey of Times Films,

(*Continued on page 2*)

Charges Campaign to 'Eliminate' Suburban Theatres in Britain

By WILLIAM PAY

LONDON, April 2 (By Air Mail)—Harry Mears, following his re-election for a second term as president of the Association of Independent Cinemas, has charged there has been a "deliberate set-up to eliminate the suburban and rural cinemas from the sphere of entertainment."

It was bringing back, he said, a caucus of monopolists who wanted to run the industry in their own way. The major circuits are stretching the runs of films in the large centre cinemas and then allowing bars which prevent the showing of these films, for sometimes months, Mears asserted. "You have the larger cinemas with empty seats being filled to the detriment of the small cinemas," he added.

The AIC was formed in 1953, he said, not from selfish motives to help a few individuals, but to help the large majority of the smaller and larger independent exhibitors "who were being pushed out."

H. C. Orr, operator of 18 cinemas in the North of England, was elected

(*Continued on page 4*)

For Films, TV

NTA Will Put Up to $8 Million Into Expansion

Holders Vote Approval Of Common Stock Increase

By LESTER DINOFF

(Picture on Page 4)

National Telefilm Associates, Inc. will obtain up to $8,000,000 for additional working capital for its program of expansion into television and motion picture production, following stockholder-voted approval of two management resolutions which provided for a 100 per cent increase in authorized common stock and for the conversion of notes or debentures to common stock.

The stockholder action was taken yesterday at a special meeting of NTA which was presided over by president Ely A. Landau, who de-

(*Continued on page 4*)

NTA Six-Month Income Shows 275% Increase

Net income for National Telefilm Associates, Inc. for the six months ended on January 31, 1957 was 275 per cent ahead of the same period of last year, exceeding the total net income for all of the previous fiscal year, it was announced yesterday by Ely A. Landau, president.

Net income for the first fiscal half amounted to $508,631 or 77 cents per share on the 662,600 shares out-

(*Continued on page 4*)

Approve Bill Requiring Firms' Merger Notice

From THE DAILY Bureau

WASHINGTON, April 4—A House Judiciary Subcommittee approved a bill today to require large firms to give the Government notice of their plans to merge or acquire stock or assets from another firm.

The bill would require such notice where the book value of the combined assets exceeds $10,000,000. The merger would then be blocked for 60 days while the Government

(*Continued on page 5*)

PERSONAL MENTION

NED E. DEPINET has returned to New York following five weeks in Arizona.

•

JAMES A. MULVEY, president of Samuel Goldwyn Productions, is in Hollywood from New York.

•

HANS DE SCHULTHESS, vice-president, secretary and treasurer of General Film Laboratories, will leave Hollywood on Wednesday for the Orient.

•

ROBERT SHERMAN, RKO Theatres film buyer, has arrived on the Coast with his wife and daughter from New York for a vacation.

•

GIL GOLDEN, Warner Brothers advertising manager, and RICHARD LEDERER, assistant advertising manager, will leave here today for Hollywood.

•

STUART MILLER, producer, will leave Hollywood on Monday for San Francisco.

Pat Boone on Tour To Exploit 'Bernardine'

Singer Pat Boone will embark on a 23-city personal appearance and concert tour Monday during which he will promote 20th Century-Fox's "Bernardine," in which he makes his motion picture debut.

In each city Boone will meet the local and state-wide press, appear extensively on radio and television, and participate in other exploitation activities in connection with the production, scheduled to be released in late June.

Morrie Schreibman, 43

HOLLYWOOD, April 4 – Funeral will be held tomorrow at Hollywood Cemetery Chapel, for Morrie Schreibman, 43, who died Tuesday night of a heart attack. Founder and director of Cinema Arts, which handles advertising preparation and campaigns for many independent producing companies, among others, he is survived by a widow and two children.

A. Lenekoff, 73

Abraham Lenekoff, 73, father of Murray Lenekoff, assistant to Loew's Theatres vice-president Eugene Picker, died this week at his home in the Bronx. Funeral services were held Wednesday. Three sons and a daughter survive.

Name Foreign Film Group

(*Continued from page* 1)

and George Roth of Trans-Lux Films. This group will work with a TOA committee led by Walter Reade, Jr.

At the same time, Mitchell Wolfson, honorary chairman of the 1957 TOA convention, which will be held Nov. 20-23 at the Americana Hotel, Miami Beach, has appointed Sonny Shepherd, district manager for Wometco Theatres of Florida, to the post of coordinator for the Foreign Film Fair.

The foreign distribution committee was named here in mid-week following a meeting of leading motion picture distributors of foreign product and TOA executives. Attending that meeting were Herman Weinberg, Richard Gordon of Gordon Films; Roth; Irving Sochin of Rank Film Distributors of America; Richard Davis of UMPO; Ilya Lopert and Max Fellerman of Lopert Films; Edward Kingsley of Kingsley International; Reade; Bilgray; Mr. Desdoits of the French Film Office; Frank Kassler of Continental Distributing Co.; Max and William Goldberg of Pacemaker Pictures; Mayer; Irving Wormser of D.C.A.; and Taylor Mills of the Motion Picture Association of America.

Decca Records Buys 3,300 Univ. Shares

WASHINGTON, April 4—Decca Records purchased 3,300 shares of Universal Pictures common in February, according to a report published today by the Securities and Exchange Commission covering stock transactions by insiders from February 11, to March 10 of this year.

The purchase brought Decca's Universal holdings up to a total of 743,785 shares of Universal common.

Notes 'Big Interest' in Motion Pictures News

The 75th in the series of COMPO advertisements in "Editor & Publisher," which will appear tomorrow, quotes a letter from "Parade," the Sunday picture magazine that is a feature of more than 55 newspapers. The letter points out the "tremendous interest" of the magazine's readers in the film industry and its personalities. The advertisement is part of a campaign by COMPO to obtain more extended coverage of motion picture news in newspapers.

Greek Band at 'Dolphin'

A 10-man native Greek band will perform for viewers in front of the Roxy Theatre next Wednesday night when 20th Century-Fox's "Boy on a Dolphin" is world premiered in a benefit performance for the Queen's Fund for Greek Orphans. "Boy" is the first American film made in Greece.

Dull Will Produce

HOLLYWOOD, April 4—Producer Orville O. Dull, who entered the production business as a boy in the Thomas H. Ince Co. and who has been with M-G-M since its formation, has announced, on retiring from that organization today, that he will engage in independent production.

Phil Gosset Resigns As S-G Theatres Head

CHARLOTTE, N. C., April 4 – Phil C. Gossett has resigned as president of Stellings-Gossett Theatres and also from the active management and supervision of the 16 theatres owned by the company in order to devote all of his time to other business interests.

Ernest G. Stellings, president of Stewart Everett Theatres, has been named as successor to Gossett. At the same time, the corporation changes its name to Tar Heel Theatres, Inc.

Gossett retains his interest in the company and has been elected vice-president of the organization. The 16 theatres, all of which are located in North Carolina, will be operated by Essantee Theatres, Inc.

Stars at 'Young' Bow

James MacArthur, Kim Hunter and James Daly, stars of RKO's "The Young Stranger," being released by Universal-International, will be on hand for the premiere of the film here at the Guild Theatre Sunday night. The event is under the sponsorship of Helen Hayes, mother of MacArthur, who will also attend along with William Dozier, head of production at RKO, and other notables.

Montgomery-WB Pact

HOLLYWOOD, April 4 – Jack L. Warner today announced that Warner Brothers will distribute an unspecified number of George Montgomery productions, made by the latter's company starting with "Black Patch," starring Montgomery.

NT Dividend Declared

LOS ANGELES, April 4 – The board of directors of National Theatres, Inc., today declared a quarterly dividend of 12½ cents per share on the outstanding common stock, payable May 2 to holders of record on April 18th.

John Balaban

(*Continued from page* 1)

industry consultant and associated with his brothers in their enterprises.

Funeral services will be held here on Monday at the Temple Sholom.

A prominent figure in the entertainment industry, Balaban since 1948 headed Balaban & Katz, an AB-PT subsidiary. He initiated the plan wherein that corporation in May, 1940, started Chicago's first television station, and one of the first in the U.S., station WBKB, Chicago.

Balaban entered the motion picture industry as a booker-salesman for General Film Co. in 1911, and five years later moved to the General Feature Film Co. He joined Balaban & Katz as a theatre manager, and later moved up to the posts of secretary and treasurer and then secretary of the Public-Great States circuits. In December, 1949, he was elected president of B. & K.

Tribute by Goldenson

Leonard H. Goldenson, president of AB-PT, upon learning of the death of Balaban, said his "death is a serious loss to the nation's entertainment industry. He was truly one of the great pioneers in the motion picture field, and later in broadcasting. His passing is a great personal loss to all in the industry who worked with him. I have really lost a great personal friend."

Siegel Signs New Pact With MGM for 6 Films

HOLLYWOOD, April 4 – Sol C. Siegel, producer of "High Society," will make six additional independent pictures for MGM release under a new contract with the studio announced today by Joseph R. Vogel, president of Loew's, Inc.

Siegel has just completed "Man on Fire" for MGM and is currently shooting "Les Girls."

Schwartz on TV

Sol A. Schwartz, president of RKO Theatres, will appear on the fourth annual arthritis telethon sponsored by the New York State Chapter, Arthritis and Rheumatism Foundation, tomorrow night.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
AUDREY HEPBURN • FRED ASTAIRE
in
"FUNNY FACE"
co-starring KAY THOMPSON
A Paramount Picture
and THE MUSIC HALL'S GREAT EASTER STAGE SHOW

MOTION PICTURE DAILY. Martin Quigley. Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club. Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan. Vice-President and Treasurer; Leo J. Brady. Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

You steal

~~YOU'RE IN~~ THE SHOW WITH TODD-AO!

CONGRATULATIONS TO MIKE TODD!

TODD-AO is very proud indeed to have played so important a part in the Academy Award sweep scored by the production of Mike Todd's "Around The World In 80 Days" that won FIVE golden Oscars, including the Best Picture award. This Oscar-winning version of "Around The World In 80 Days" was photographed and shown in the TODD-AO wide-film 70 mm. process. Our thanks to the Academy of Motion Picture Arts and Sciences, our friends in the industry who acknowledged this achievement—and our congratulations to Mike Todd and to United Artists Pictures.

Academy Awards for 1956

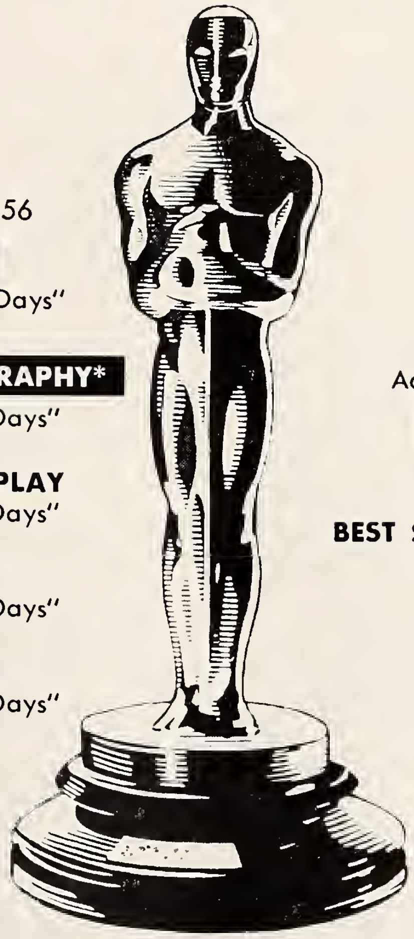
BEST PICTURE*
"Around The World In 80 Days"
in TODD-AO

BEST COLOR CINEMATOGRAPHY*
"Around The World In 80 Days"
in TODD-AO

BEST ADAPTED SCREENPLAY
"Around The World In 80 Days"
in TODD-AO

BEST MUSIC SCORE
"Around The World In 80 Days"
in TODD-AO

BEST FILM EDITING
"Around The World In 80 Days"
in TODD-AO



Academy Awards for 1955

BEST SOUND*
"Oklahoma!"
in TODD-AO

BEST SCORING OF A MUSICAL
"Oklahoma!"
in TODD-AO

*It is the photography, sound and projection which are the TODD-AO process.

Within 1½ years, the two outstanding productions in the fabulous TODD-AO process have been acclaimed by 7 Academy Awards!

Television Today

M.P. DAILY picture

YOU HAVE TO SPEND MONEY TO MAKE MONEY, Ely Landau told his stockholders yesterday. With him onstage at the Chanin Theatre yesterday are NTA's sales manager Harold Goldman, executive vice-president Oliver Unger, vice-president Edythe Rein, and attorney-secretary Justin Golenbock.

NTA Six-Month Income Rises

(*Continued from page* 1)

clared that "negotiations are currently taking place with the Wall Street investment securities house of Bache & Co. to head a group of underwriters for the conversion."

Landau, assisted at yesterday's meeting by executive vice-president Oliver Unger, stated that NTA will also file a registration with the Securities & Exchange Commission within a month. Unger said that the company, by July 1958, will apply for a listing on the New York Stock Exchange. NTA is currently listed on the American Stock Exchange with its stock selling at $8.50 per share.

Million Shares Authorized

National Telefilm Associates under its capitalization has authorized 1,000,000 shares of common stock of a par value of 10 cents per share. As of Feb. 25, 1957, there were 664,825 shares of common stock issued and outstanding. Stockholders approved a resolution by a vote of 518,864 for and 10,905 against to amend the certificate of incorporation to authorize 2,000,000 common stock at a similar par value.

Stockholders also approved the conversion resolution which would enable NTA to raise up to $8,000,000 through stockholder conversion of debentures into common shares. Landau said that the conversion price would be "in excess of the current market price." This resolution was passed by a vote of 513,491 to 13,108.

Sees Coast Supply Limited

Landau told stockholders of NTA's progress in the television distribution field and the operations of its subsidiary organizations. He declared that the supply of feature films from Hollywood for use on television is limited and that at present there are approximately 1,350 post-1949 features available for TV exhibition, "but many of these are still in theatrical release."

NTA, with interests in features distribution, shorts and cartoon releasing, and television film series, is embarking on a production program in joint cooperation with 20th Century-Fox and Desilu Productions in Hollywood, he said. Landau revealed that at present there are three TV film series in the works, and that by late Spring, a feature film, based on "The Sheriff of Cochise," television series which NTA is distributing, may be made into a feature film.

South Bend-Elkhart Sta. Purchases MGM Library

SOUTH BEND, Ind., April 4—The entire MGM feature film library has been purchased by WNDU-TV, it was announced today by Bernard C. Barth, vice-president and general manager. He said the cost was approximately $480,000.

The station, which is an NBC affiliate, serves the South Bend and Elkhart areas. It is the 34th station in the country to use the MGM library. The MGM program will get underway next Monday on the station's regular late evening feature, "Lamplight Theatre."

Renew U.S. Steel Hour

The United States Steel Corp. has announced renewal of its full-hour television program, the U. S. Steel Hour, for the 1957-58 season. The drama series will again be seen in the same time period, "live" from New York, on alternate Wednesday evenings at 10 P.M., EST, over channels of the Columbia Broadcasting System.

NTA Plans Big Expansion

(*Continued from page* 1)

standing on January 31, comparable with $135,813 earned in the first half of the preceding year, which was equal to 20 cents per share based on the same number of shares outstanding. Second quarter net income of $283,012 was 25 per cent above the first quarter net income of $225,619.

Exhibition contracts written in the six months ended on Jan. 31 totaled $7,178,392 as against $2,423,483 in the same months of fiscal 1956, a gain of 196 per cent. In the January quarter, exhibition contracts written were $4,137,609 as compared with $3,040,783 in the October 31, 1956 quarter, an advance of 36 per cent, Landau said.

In the first six months of the current fiscal year, which ends July 31, 1957, film rentals were $4,511,670 or 202 per cent above film rentals of $1,494,888 in the like months of fiscal 1956. Film rentals in the second fiscal quarter showed a 46 per cent gain over the first three month period—$2,678,773 versus $1,832,897.

Income before taxes amounted to $985,631 in the first half of fiscal 1957, a rise of 456 per cent over pre-tax income of $177,410 in the like period of the prior year. In the current year, second quarter pre-tax income of $671,012 was 113 per cent higher than first quarter's $314,619.

Provision for Federal income taxes in the first half of fiscal 1957 was $477,000 as compared with $41,597 in the first six months of the previous fiscal year.

Second Half Started Strong

The second half of the current fiscal year began with net deferred film rental income totaling $1,884,103, up 53 per cent over the $1,234,540 level six months before on July 31, 1956. These amounts represented income to be realized during the subsequent eighteen months.

On January 31, 1957, working capital was $3,640,791, or 28 per cent better than the $2,837,055 figure reported six months earlier.

Commenting on the outlook for the balance of the year, Landau stated, "The management is hopeful that the second half of the current fiscal year will show results comparable to those achieved in the initial six months."

N. J. Allied to Discuss Product Availability

A membership meeting of Allied Theatre Owners of New Jersey has been called for next Tuesday to discuss the availability of Easter product and other industry and local trade conditions, according to the latest edition of the "Allied Digest."

The ATONJ bulletin reports that the membership will take up the matter of Buena Vista refusing to serve "Westward Ho" to theatres on availability because it will interfere with the first re-issue runs of "Cinderella."

An official of Buena Vista in New York, advised of the Jersey Allied comment yesterday, said "we desire to market our product where it is best for the people who want to buy it."

The "Allied Digest" also said that the 1956 Academy Awards show of last week was "a flop in almost every department—a dull show, newspaper leaks ruined the suspense and above all a winning picture that had no right to be nominated. The Academy must learn that without theatres there are no actors and that '80 Days' could only be seen in New York."

Queries Justice Department

ATONJ also questions in its bulletin the recent civil anti-trust suit against Loew's Inc. "Is all exhibition being punished by the Department of Justice? They do nothing when we ask for help. They are silent when we seek to have the decree amended so that more pictures can be made, but yet they rush to use the decree in protecting TV interests! Is it possible that the Department elects to interpret the decree only one way or is the decree really antiquated in the light of 1957?" the bulletin asks.

U. K. Theatres

(*Continued from page* 1)

vice-president of the AIC. He took over from Charles Brown who withdrew because of other business.

The Association's annual report pointed out the difficulties confronting independent cinemas. Says the report: "Overheads have continued to rise and the growth of television has caused a further overall drop in attendances but the exhibitors' biggest enemy is the crushing burden of entertainment tax. In a period of 13 months 225 cinemas, many of them members of the AIC, have had to close. But despite this the Association has made great strides."

'Funny Face'

(*Continued from page* 1)

by the selection committee of the Motion Picture Association of America.

In addition, other MPAA nominations, United Artists' "Bachelor Party" and Allied Artists' "Friendly Persuasion" are being invited by the festival committee. Michael Todd's "Around the World in 80 Days," also being distributed by U.A., has been entered for showing outside of the competition. It will not participate for any of the awards.

Jameson Dies

(*Continued from page* 1)

Western Missouri and Northwest Arkansas.

He was active in Masonic organizations, the Shrine and the Order of De Molay. He leaves his widow, Mrs. Julie Jameson, and a son, Earl E. Jameson, Jr., treasurer of the company.

National Pre-Selling

AN eye-catching, full-color photo of Jean Seberg, star of Shaw's "Saint Joan," appears on the cover of the March 31 issue of "This Week." Louis Berg wrote a personality story of this breezy 18-year-old, star of the new U. A. film, which appears in the same issue.

•

An eye-catching page ad on "The Spirit of St. Louis" appears in the April 16 issue of "Look."

•

"Fear Strikes Out" comes in for substantial assistance in the April 1 issue of "Life." In leading off the story of Jim Piersall, "Life" says, "Baseball, which dearly loves its eccentrics, took Piersall to its heart when he was broken in with the Boston Red Sox in 1952. He not only played ball well, he also buffooned his teammates, cleaned off the home plate with a water pistol, and led fans in loud cheers for himself. But underneath the clown was a jittery man haunted by an ambitious father and fears of failure. Now Piersall's story is told in a heartwarming movie, "Fear Strikes Out," directed by Robert Mulligan, with Tony Perkins doing a superb job as Piersall."

•

"The Happy Road," an M-G-M film, has been selected by "Redbook" as the picture of the month for April.

•

A "welcome home" story for Jean Seberg, a young actress who made good, appears in the April issue of "McCall's." Jean plays St. Joan in Otto Preminger's production of Shaw's "Saint Joan."

•

Coordinated with the Easter release of 20th Century-Fox's "Boy on a Dolphin," Avon Publications' special movie edition of the David Divine novel, is now in national distribution. In addition to a full-color cover of Sophia Loren, the book is filled with highlight scene stills from the picture and text material calling attention to the CinemaScope production.

•

Liza Wilson has written a biographic sketch of Lauana Patten, star of "Rock, Pretty Baby," for the March 31 issue of "The American Weekly."

•

A striking color page ad on "Designing Woman" appears in the April 1 issue of "Life."

•

Ten full pages of the April "Coronet" are devoted to Kim Novak, soon to be seen in Columbia's "Jeanne Eagels." Written by Richard Hubler and illustrated with five-color photos, including a full-page portrait, the article is a study of the young actress who has risen to the top of the popularity polls.

WALTER HAAS

FEATURE REVIEWS

Hell's Crossroads

Republic—Naturama

BRIDGEPORT, CONN., April 4

The veteran producer - director team of Rudy Ralston and Franklin Adreon has accorded freshness and imaginative plotting to this story of Vic Rodell who is reputed to have grown up with Jesse James, served with him in the Civil War and then rode with his gang of outlaws. Photographed in the Naturama process, the picture stars Stephen McNally, Peggie Castle, Robert Vaughn, Barton MacLane and Henry Brandon.

The story finds McNally (as Rodell) wounded in the leg in an attempted hold-up by the James gang. Brandon (as Jesse James) risks his own life to save McNally and then sends him to a Missouri ranch owned by another outlaw (Vaughn) to recuperate. There he falls in love with the latter's sister (Miss Castle).

Shortly after Vaughn is captured and having been promised a pardon in return for the deed, kills Brandon. The rest of the gang believe McNally has done this and go after him, but the sheriff arrives in time. McNally and Vaughn, granted full pardons, then plan to settle down to respectable living, the former with Miss Castle.

The screenplay by John K. Butler and Barry Shipman, is based on a story by Butler.

Running time, 73 minutes. General classification. Release, in March.

A. M. W.

Hold That Hypnotist

Allied Artists

WATERTOWN, CONN., April 4

The realigned Bowery Boys team, toplined by Huntz Hall and Stanley Clements, is assured of a fond rating with this latest effort. Clements, apparently filling in for Leo Gorcey (who's gone on to other fields) as the straight man to Hall's individualistic clowning, has completed what can be charitably termed a shakedown or training cruise in several Boys' adventures, and with "Hold That Hypnotist" is able to display some of his promised dramatic ability.

The Dan Pepper screenplay, an obviously tongue-in-cheek lampoon of prevailing best-sellers having to do with reincarnation, gets its premise—that hypnotism can induce regression—stated with deft touches early. And there's nary a feeble moment until the windup with Hall, Clements and cohorts rarely out of control. These boys know their timing, an important ingredient in farce.

This is a Ben Schwalb production, directed with precision by Austen Jewell.

Running time, 61 minutes. General classification. Release, in March.

A.M.W.

On the Bowery

Lionel Rogosin

This film, which is in the realistic tradition and has the stuff of life itself in it, is perhaps too grim, baldly factual and boldly unsparing for general audiences. It is certainly not entertainment in the accepted sense. An exploration of human misery in the Bowery, this film, produced and directed by Lionel Rogosin in association with Richard Bagley and Mark Sufrin, takes us through an average day in that no-man's land of humanity, where flophouses, cheap gin mills, rehabilitation centers, littered streets and an aura of general decay infect the atmosphere.

The action is carried by the protagonist, one Ray Salyer, a derelict who, though still young, is already succumbing to the ravages of alcoholism and lack of constructive goals, careerwise and personally. The role Salyer plays is his own real-life one.

A wonderful parade—if it can be called that—of misfits, hopheads, alcoholics, assorted vagrants, the confused, the lonely, the miserable, the "stepchildren of life," passes before the eyes of the viewer. Whether any of it is worth contemplating is an open question. The exhibitors, who must meet their costs and expect to entertain audiences, will probably yell a loud nay. The arty set will see all kinds of sociological implications spelled out. Those who want added insight into a neglected area of life in greater New York will find the picture engrossing, fascinating, and in its baleful, negative way, quite educational. It depends on what the viewer wants in the way of film fare.

Running time, 55 minutes. General classification. Release, in March.

Sue RKO for Breach Of 'Brain' Contract

RKO Radio Pictures, Inc., was named defendant yesterday in a breach of contract suit filed by Berkshire Pictures Corp. in connection with distribution of its film, "The Brain Machine."

The suit, in which damages of $750,000 are sought, seeks a mandatory injunction to "enjoin and restrain RKO from distributing, exploiting, or licensing others to exhibit the picture."

Berkshire claims that it signed a contract with RKO in December, 1955, granting it exclusive distribution rights for five years in the United States and various foreign countries. RKO is charged in the suit with violating that contract by failing to "exploit the picture properly." The fact that RKO has since closed its distribution offices in the U. S. has no bearing on Berkshire's contract, the plaintiffs claim.

'Merger' Bill

(Continued from page 1)

decides whether to try and block the merger permanently. Various exceptions to the advance notice requirement for specified acquisitions are included.

As reported earlier, the bill does not include a change recommended by Allied States Association, to make the notice apply where one firm is taking over the business of another, without taking over stock or assets. Allied had suggested the change to cover situations like the one under which Universal is taking over the film distribution activities of RKO.

33 Kodak Awards

Thirty-three fellowships for advanced study in chemistry, physics, and chemical engineering have been awarded for the academic year 1957-58 by the Eastman Kodak Company.

IT'S A HIT!
in Boston

TICKETS
S.R.O.

BUT...will it be a hit in your house?

It went over big in the Hub... but before any show can be a success in *your* house, your equipment must be in condition to roll it perfectly. *Any* show can be a *better* show when equipment performs properly. That's where RCA Theatre Service comes in.

Protect your *equipment and picture investment* with RCA Theatre Service. RCA engineers have an average of 13 years of servicing experience. Let them keep your equipment operating in top-notch condition.

It will pay you to write *now* for complete information!

Technical Products Department
RCA SERVICE COMPANY, INC.
A Radio Corporation of America Subsidiary
Camden 8, New Jersey
Tmk(s) ®

Variety Film Release Set This Summer

Special to THE DAILY

NEW ORLEANS, April 4 – "The Heart of Show Business," Ralph Staub's color production depicting the activities of Variety Tents throughout the country, will be released this Summer at a minimum rental of 25 per cent, Variety convention delegates were told here today.

Paramount Pictures, which had a 25 per cent interest in the film deriving from its earlier production of "Variety Girl," has relinquished that interest to Variety and in turn it has been donated to the Will Rogers Memorial Hospital at Saranac Lake, N. Y. Hence, 25 per cent of proceeds from rental of the film will go to the hospital. The remainder will be apportioned 25 per cent to Staub, 25 per cent to International Variety and 25 to individual Variety tents. The convention approved the split and also approved a $14,500 loan to Staub for completion expenses. This will be repaid immediately after distribution costs to Columbia have been met.

Gala Premiere Suggested

The Las Vegas Tent offered to stage a glamor world premiere of the film. The offer will be referred to Abe Montague, Columbia distribution vice-president, whose company is at work on promotion plans for the film now. Over 400 bookings have been pledged by exhibitors attending the convention here following its screening today.

Also screened was the British Variety Clubs' color film depicting the work of the London Tent and urging attendance at the 1958 International convention to be held there.

Work Highly Praised

Dr. Sidney Farber of the Children's Cancer Research Foundation, the Jimmy Fund Heart project of the Boston Tent, told the convention today that the work of variety in the field of aid to sick children is more effective than federal government and local organization work of a more public character.

Stan Brown, 64, Dies; Former NT Executive

HOLLYWOOD, April 4 – Stan Brown, 64, who had retired last Monday as advertising research director for National Theatres, died unexpectedly last night at his home in Long Beach after a heart attack.

Brown had spent 47 years in exhibition, the last 20 having been with National Theatres. His widow and one son survive.

A Rosary service will be held tomorrow evening at St. Barnabas Catholic Church, Long Beach. The funeral mass will be on Saturday morning.

THEY'RE RUNNING the Variety convention you've been reading about this week. In array at New Orleans these executives are: seated, George Hoover, executive director; Marc J. Wolf international main guy; John H. Rowley, international chief barker; George Eby, first assistant; Edward Emanuel, second assistant; J. B. Dumestre, dough guy; and, forward, J. Robert Hoff, international representative; and Father Sylvester McCarthy, chaplain. Standing, Rotus Harvey, property master; R. L. Bostick, international representative; Don C. Douglas, press guy, Jim Carreras, London; Nathan Golden, Heart Committee chairman; Norman Mervis, international representative; Ralph Pries, international representative; Ezra Stern and Edward Shaftan, international fixers; and C. A. Dolsen, international representative.

V. C. Int'l Spent $3,000,000

(*Continued from page 1*)

vocational guidance school for physically handicapped children where over 100 receive training each year. The London tent has established its own charity company, The Heart of Variety, Ltd., to assist smaller charitable organizations such as orphanages, hospitals, youth clubs, playgrounds for children, and a wide variety of other programs to care for unfortunate children. These two tents were jointly awarded the Variety "Charity Citation Award," last year.

Special Attention to Palsy

Several tents of Variety have as their main charity efforts care of children afflicted with cerebral palsy. This year's host tent, New Orleans, sponsor such a center where children from outside the city are brought for treatment.

Other charitable activities sponsored by Variety Clubs include the Roselia Foundling Home and Maternity Hospital in Pittsburgh; the Blind Babies Foundation in San Francisco; the Blind Children's Foundation in Jacksonville; the Children's Cancer Foundation in Boston; Variety Village, a vocational guidance school for physically handicapped children in Toronto, Canada; the Variety Camp for Handicapped Children in Philadelphia; and the Variety Children's Hospital in Miami.

Many Ailments Treated

In Minneapolis the Variety Club Heart Hospital has made outstanding accomplishments in heart surgery techniques and research. The Des Moines Tent at the urgence of local pediatricians arranges to send individuals to the Minneapolis Hospital for surgery and care. The Seattle Tent has established an out-patient heart clinic.

In addition to its activities contributing to the health of children Variety Clubs carry on an equally important program to aid in the development of the character of children that they might become useful citizens of the community in which they live. These "Heart" activities include well-equipped and supervised boys' clubs, summer camps, youth centers, and day nursery care programs.

Variety Clubs International has plans for the enlargement of some of these objectives and for the adoption of new programs to meet the needs of the communities where Tents are located.

Member-Status Unchanged

Extended discussion at this afternoon's session resulted in a vote by the convention not to disturb the status or name of associate memberships, nor to restrict the class numerically, whether gratis or paying categories.

Expect Reelection

(*Continued from page 1*)

Eby, first assistant; Edward Emanuel, second assistant; J. B. Dumestre, Jr., dough guy; Rotus Harvey, international property master; George Hoover, executive director; Don C. Douglas, press guy; Nathan D. Golden, Heart chairman; James Balmer, sergeant-at-arms. Honorary officers and international representatives also will be continued in office.

Ned Sparks Dies

VICTORVILLE, Calif., April 4 – Ned Sparks, the comedian famous for his rasping voice and perpetual scowl, died last night in a local hospital of an intestinal block. He was 73 years old. Sparks had been inactive in films for many years, but at one time was in great demand. Among his pictures were "Canary Murder Case," "Wake Up and Live" and "George White's Scandals."

Vidor Directing 'Arms'

HOLLYWOOD, April 4 – Charles Vidor has been signed to direct David O. Selznick's "A Farewell to Arms," replacing John Huston, Selznick announced last night.

With The Barkers at New Orleans Meeting

George Hoover, executive director of International Variety, prepared and distributed to chief barkers a manual of operations and vital information for all Variety tents. The manuals are to remain the property of individual tents. They outline procedures for setting up a new tent, for establishing activities, conducting essential activities and presenting accurate Variety information of all kinds.

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The tents will make their Heart project reports to the convention at tomorrow's session. Nathan D. Golden is chairman of the Heart Awards committee. Serving as judges are Charles Alicoate, "Film Daily"; Sherwin Kane, "Motion Picture Daily," and Hy Bossin, "Canadian Film Digest."

•

Jack Beresin, chairman of International Variety's executive board was forced to miss his first annual convention this year because of the serious illness of his wife.

•

Irwin F. Poche, general convention chairman, and Page Baker, co-chairman, received congratulations from all quarters on excellent convention arrangements, from welcoming ceremonies to convenient planning of meetings.

•

The convention adopted a resolution Thursday morning expressing its sorrow on the death of John Balaban. Robert J. O'Donnell, general manager of Interstate Theatres, was appointed to attend the funeral as Variety Clubs representative.

Englund Leaves Brando

HOLLYWOOD, April 4 – George T. Englund today announced the resignation of his executive producership of Marlon Brando's independen producing corporation, Pennebaker Co., following failure to reach an agreement on policy.

All
the News
That
Is News

MOTION PICTURE DAILY

Concise
and
to the
Point

VOL. 81, NO. 67 NEW YORK, U.S.A., MONDAY, APRIL 8, 1957 TEN CENTS

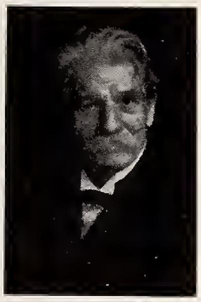
Variety Clubs'

Humanitarian Award Given Dr. Schweitzer

Presentation Is Made At Banquet Final Night

By SHERWIN KANE

NEW ORLEANS, April 7 – Dr. Albert Schweitzer, internationally famed physician to natives of French Equatorial Africa to whom he has devoted the last 44 years of his life, was named recipient of Variety Clubs International 1956 Humanitarian Award at the banquet closing the organization's 21st annual convention here last night.


Dr. Schweitzer

The award was made to Dr. Schweitzer for his achievements as "missionary, medical doctor, philosopher and musician," who, at the age

(*Continued on page 5*)

NARTB Opens Meeting In Chicago Today

From THE DAILY Bureau

CHICAGO, April 7 – Radio and television broadcasters from all over the United States started convening here today in preparation for the 1957 convention of the National Association of Radio and Television Broadcasters which commences at the

(*Continued on page 4*)

Bonafield To Resign As RKO Pathe Vice-Pres.

Jay Bonafield, executive vice-president of RKO Pathe, at the weekend announced his resignation effective May 1. He will open his own independent production offices after a vacation.

The veteran editor-director-producer

(*Continued on page 5*)

Atlanta Wins Heart Award

Special to THE DAILY

NEW ORLEANS, April 7—Atlanta's Tent No. 21 was voted the Variety Clubs International annual Heart Award after delegates to the annual convention heard reports on the individual heart projects of 36 individual tents.

The Atlanta tent's project is the cerebral palsy school and clinic, for which it raised $111,602 last year and by which 5,809 were benefitted. Its pledge for this year is $100,000.

Nathan D. Golden, International

(*Continued on page 5*)

Vote to Drop Funds for Gov't. Film Branch

From THE DAILY Bureau

WASHINGTON, April 7 – The House Appropriations Committee voted to eliminate from the Commerce Department budget all funds requested for the industry divisions of the Business and Defense Services Administration.

This is the division that includes

(*Continued on page 5*)

Paramount Launching Sales Meet Today

Special to THE DAILY

PHILADELPHIA, April 7.—With Hugh Owen, vice-president of Paramount Film Distributing Corporation, presiding, a series of Paramount sales meetings in the branches of the Mid-Eastern Division will start here tsmorrow.

Washington, Pittsburgh, Cleveland

(*Continued on page 5*)

Two Tennessee Drive-Ins Are Victims of Tornado

Special to THE DAILY

NASHVILLE, April 7—Two Tennessee drive-in theatres were victims of tornado and wind storms late last week. The Sundown Drive-in, near Columbia, had the marquee and side-walls blown down and wiring system destroyed. At Chattanooga, the marquee of the 23rd Street Drive-in toppled over on fencing and playground equipment with damage estimated at $15,000.

Other drive-ins in the state suffered only minor damage.

Arbitration Meet Today

The distribution steering committee on arbitration will meet here today with the heads of the national exhibitor organizations to discuss and set preliminary plans for the formation of an industry-wide arbitration system in accordance with the recommendations of the Senate Select Committee on Small Business.

Prior to the exploratory meeting on

(*Continued on page 2*)

Fox Product Trailer Bows May 8 at Roxy

Twentieth Century-Fox's CinemaScope product subject, running 90 minutes, which outlines company product for the coming year, will have its premiere at the Roxy Theatre here on May 8.

Make New Plea for Exemption of Theatres from Minimum Wage Law

From THE DAILY Bureau

WASHINGTON, April 7—Exhibitor spokesmen over the weekend asked a House Labor Subcommittee to exempt theatres from the Federal Minimum Wage Law.

Speaking for the Theatre Owners of America and Allied States Association, A. Julian Brylawski emphasized that the industry is "in financial distress" and said that the profits from motion picture exhibition are "down to fractions of 1 per cent."

Frank C. Lydon, representing Allied Theatres of New England, told the committee that unless theatres are exempt from the law, 8,400 would face discrimination and would be handicapped in competing with other theatres.

Both men gave substantially the

(*Continued on page 5*)

Vogel Reports:

MGM Steps Up Production; 36 for Year

'Raintree County' Readied For Premieres in Fall

Special to THE DAILY

CHICAGO, April 7—M-G-M will accelerate its production plans and release a total of 36 pictures in the 1957-58 fiscal year, many of which will go before the cameras during the summer and fall months, Joseph R. Vogel, president of Loew's Inc., said at the weekend. He made the announcement following conferences with Benjamin Thau, studio administrative head and upon completion of the company sales meetings here.

Joseph Vogel

At the present time M-G-M has 15 important films ready for release, Vogel said. These include "Raintree

(*Continued on page 4*)

MPAA Board to Discuss Business Plan Today

A report on the industry business building campaign and its proposed financing will be presented to the board of directors of the Motion Picture Association of America who will meet here today. The board will also elect officers for the coming year and discuss organizational operations.

Spyros P. Skouras, 20th Century-Fox president who is chairman of the

(*Continued on page 5*)

Television Today Page 4

PERSONAL MENTION

LOUIS B. MAYER has arrived in New York from Hollywood.

•

Howard Dietz, Loew's, Inc., vice-president; **Si Seadler**, M-G-M advertising manager; **Dan S. Terrell**, publicity manager; and **Emery Austin**, head of exploitation, have returned to New York from Chicago.

•

James E. Perkins, executive vice-president of Paramount International, will leave New York today by plane for Mexico City.

•

Irving Margolin, treasurer of Cinerama Productions, has returned to New York from Montreal.

•

Dore Schary yesterday delivered a lecture on "Art and Mass Media" at Swarthmore College, Swarthmore, Pa.

•

Norman Elson, president of Embassy Theatres, has returned to New York from Europe.

•

Gil Golden, national advertising director for Warner Brothers, and **Richard Lederer**, assistant advertising director, returned to New York today from Hollywood.

•

Ernest G. Stellings, president of Theatre Owners of America, arrived in New York yesterday from Charlotte, N. C.

•

Herbert J. Yates, president of Republic Pictures, and **William Saal**, executive assistant, returned to Hollywood over the weekend from New York.

•

Milton E. Cohen, United Artists Eastern and Southern division manager, has returned to New York following a trip to Atlanta and the Mid-west.

•

J. S. Sneedon, managing director of Palace Amusement, a subsidiary of J. Arthur Rank Organization, will arrive in New York today from London via B.O.A.C.

•

Herman King, of King Brothers, has returned to New York from Boston.

•

James J. Larkin, theatrical sales representative for B.O.A.C., returned to New York at the weekend from New Orleans.

Arbitration Meeting Today

(*Continued from page* 1)

arbitration, Ernest G. Stellings, president of TOA, and Julius M. Gordon, president of Allied States Association, will meet to work out the rudiments of a joint exhibition platform on arbitration. The exhibitors will meet here this morning, prior to their luncheon session at the Harvard Club with the company representatives—A. Montague of Columbia, George Weltner of Paramount, Charles M. Reagan of Loew's, and Eric Johnston, president of the Motion Picture Association of America.

The last meeting between the industry factions was in January, 1956, which was followed by TOA and Allied entering into a mutual agreement in which TOA withdrew its support of a prepared arbitration draft and announced a policy on arbitration that favored inclusion of film rentals and sales policies. Allied, in turn, announced support of TOA's policy of going to the government for permission to allow divorced circuits to engage in motion picture production with pre-emptive rights.

Distribution, in the ensuing hearings before the SSBC on industry trade practices, charged "a double cross" by TOA on arbitration, and since then has held itself aloof on any exhibition proposals concerning arbitration and conciliation.

Today's meeting was set up following TOA and Allied requests, sent to the company presidents, early this year. On Feb. 26, the company presidents, members of the board of directors of the MPAA, met and took cognizance of exhibition's policies. TOA and Allied, in their requests, expressed their willingness to sit down with representatives of distribution on arbitration and to work mutually for a betterment of industry conditions. In reply to these exhibitor requests, the company presidents and the MPAA board of directors appointed their steering committee.

Today's meeting is the company's first manifestation of interest in over a year concerning arbitration and conciliation.

See Spiegel Restoring Cuts in 'Strange One'

Sam Spiegel, producer of "The Strange One," which will have its world premiere at the Astor Theatre here on Thursday, will go to Hollywood tomorrow to re-edit the film, a spokesman for his organization, Horizon Pictures, said here at the weekend. Spiegel has been abroad working on another picture and was scheduled to arrive in New York on Sunday.

Columbia Pictures, which is releasing "The Strange One," made several cuts in the original film, amounting to about three minutes. The cuts involved several references to homosexuality and were required by the Production Code Administration before it would grant a seal to the picture.

The Horizon spokesman said here Friday that Spiegel plans to restore these deletions and then submit the film to the PCA again. He is reported to have been displeased that the changes in the film were made by Columbia without his consent.

Officials at the Columbia home office said at the weekend that they had no comment to make on the report of Spiegel's plans.

ASCAP Accepts Wakely

Jimmy Wakely has been elected to membership in the American Society of Composers, Authors and Publishers, it was announced by Paul Cunningham, ASCAP president.

Warn Scottish Showmen On Sunday Town Levy

Special to THE DAILY

EDINBURGH, Scotland, April 7—Exhibitors here who want to open their cinemas on Sundays have been warned not to agree to pay over a percentage of their takings to local authorities.

The warning was given at a meeting of the Edinburgh section of the Cinematograph Exhibitors' Association after members had been told that the local Dalkeith town council had agreed to Sunday openings provided 60 per cent of the takings went to them.

The exhibitors' chairman, Robert McLaughlin, told the meeting: "Do not agree to anything except the opening."

There will be a test case to see whether or not local authorities are entitled legally to make such demands. Jim Poole, Edinburgh exhibitor, said that English owners were taking up the matter "very strongly."

In a desire to get Sunday openings some exhibitors in the past have agreed to what Poole called "an entirely false or excessive Sunday levy." He added the warning: "Do not fall into the trap."

Big 'Bachelor' Campaign

United Artists is employing a $44,000 ad and poster campaign to spotlight the world premiere of "The Bachelor Party" at the Victoria Theatre here tomorrow.

Rank Publicity Is Realigned

By WILLIAM PAY

LONDON, April 4 (By Air Mail)—The Rank Organization is realigning its publicity services with Charles R. Young being made group publicity co-ordinator with the primary responsibility of co-ordinating all publicity and advertising plans throughout the group. Young has relinquished his appointment as Circuits Management Association publicity controller, thus creating major changes among the senior publicity personnel of the group.

CMA's new publicity controller is L. V. Barnett, formerly publicity controller at J. Arthur Rank Film Distributors and Donald Murrey, at present CMA's assistant publicity controller, will act as personal assistant to Young in his new role.

Downing Still Publicity Controller

Tony Downing will continue as publicity controller of J. Arthur Rank Overseas Film Distributors.

Young also takes under his direct control many of the existing publicity personnel, including the Sound and Vision Department headed by Harold Shampan, but excluding the Special Services section. The latter will continue to be responsible to the publicity controller at Pinewood Studios.

Under this new publicity set-up, there will be a central service department for the design and production of all publicity material, posters and press advertisements which will be available to any group section. A group printing section will also be established.

New Griffith Company

Andy Griffith, who will make his motion picture debut in Elia Kazan's Newtown production for Warner Bros., "A Face in the Crowd," has formed his own production company, Manteo Productions, with Dick Linke, his personal manager.

Kill Md. Wage Bill

WASHINGTON, April 7.—A bill under which all theatres in Maryland would have been subject to a dollar an hour Minimum Wage Law was killed over the weekend in the house of delegates.

To Raze Theatre

PORTLAND, Oreg., April 7—The United Artists Theatre, dark for the past three years, will be razed this month. For some twenty years it was a showcase for the J. J. Parker circuit, who operated it until 1954.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President: Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

. . . NEWS ROUNDUP

Editorial Tribute to Skouras

Spyros P. Skouras, 20th Century-Fox president, was paid an editorial tribute last week by the "Cincinnati Times-Star" which described the executive as "a leader of industry, a tireless champion of humanitarian and charitable causes and a devoted patriot." The editorial congratulated Skouras on his 15th anniversary as head of the company.

◆

44 Bookings for 'Angry Men'

United Artists has scheduled Orion-Nova Productions' "12 Angry Men" for 44 key openings across the country, following premieres in New York and Los Angeles this week.

◆

'Sky' Screening for O.P.C.

The Rank Organization's "Reach for the Sky" will be screened here this evening for the Overseas Press Club. The film, first production scheduled by the newly-organized Rank Film Distributors of America, will have its premiere at the Sutton Theatre here on April 29.

◆

Columbia's Three-Way Bow

Columbia Pictures on Thursday will stage formal world premieres for two of its productions. "The Strange One," a Sam Spiegel production, will bow at midnight at the Astor Theatre here following twin premieres for Morningside Productions' "Hellcats of the Navy" at the Garden Theatre in New London, Conn., and the Spreckels Theatre in San Diego, Cal.

◆

G. A. & F. Move Opposed

The Administration in Washington has urged Congress to make only a limited return of vested enemy property, and not the full return sought by some. If this line is followed it would prevent the return of the huge General Aniline and Film Co. to its former owners. State and Justice departments have supported a bill for an up-to-$10,000 return to individuals, with no return of corporate property.

◆

To Pick Stewardess Apr. 23

The "Miss Spirit of St. Louis" Award will be presented to "the world's ideal airline stewardess" on April 23 in the grand ballroom of the Park Sheraton Hotel here. A Warner Brothers screen test will be among the many prizes to be given the winner.

Urges More Hollywood Films For U.S. Schools and Colleges

From THE DAILY Bureau

HOLLYWOOD, April 7—As a nationwide good-will gesture, and a prestige-builder for the industry, more Hollywood movies should be made available to schools and colleges throughout the country, in the opinion of MGM producer Charles Schnee.

"Despite television, there is a tremendous demand among educational authorities for the best of Hollywood's past pictures in 16-millimeter versions, and we should supply as many as possible of these selective films after they have run their courses in the theatres," said Schnee.

"Past policies have been hit and miss, with some companies offering sporadic cooperation to educational and cultural groups. Now is an appropriate time for the industry to take some concerted action in effecting a real nationwide liaison with these special audiences.

"Such exhibitions would not be competitive with theatrical showings, but would stimulate further overall interest in motion pictures as such, just as the telecasting of vintage pictures on the air-channels is reviving fresh interest in the movies."

Big TV, Radio Coverage Set for 'Spirit' Bow

HOLLYWOOD, April 7—Extensive television and radio coverage, whereby it is estimated that an audience of 416 million people will be acquired, has been arranged for the premiere festivities for Warner Bros.' "The Spirit of St. Louis" at the Egyptian Theatre here Thursday night.

TV coverage will include Lux Video Theatre, "Tonight," "It Could Be You," "Truth or Consequences," Art Linkletter's "House Party" and Dave Garroway's "Today." The shows will focus on James Stewart, star of the film and other celebrities.

Livingston, Evans Will Headline ASCAP Lunch

ASCAP writers Jay Livingston and Ray Evans, whose song "Que Sera, Sera" won an Oscar from the Academy of Motion Picture Arts and Sciences, will headline the Society's musical luncheon at the National Press Club in Washington, D. C. tomorrow, ASCAP President Paul Cunningham announced at the weekend. This year's Oscar is the third such award for Livingston and Evans. In 1948 their "Buttons and Bows" won an Oscar and in 1950 they received one for their song "Mona Lisa."

175 'St. Louis' Dates

More than 175 selected key city engagements on "The Spirit of St. Louis," Leland Hayward-Billy Wilder production for Warner Bros., already have been set for the Easter holiday period, according to Roy Haines, Warner general sales manager.

Edinburgh Film Festival Set to Start Aug. 18

Special to THE DAILY

EDINBURGH, Scotland, April 7—This year's International Film Festival is set to run from August 18 to September 8. It will again be concurrent with the major Edinburgh Festival of Music and Drama.

Film showings are scheduled for August 18 and 25, and September 1 and 8. A U.S. film is likely to be chosen for one of these performances. At other performances on the intervening weekdays, feature and short films of many types and nations will be presented.

Reopen Reade Drive-In

The 9W Drive-In, the 800-car Walter Reade Theatre located on Saugerties Road near the Kingston By-Pass just outside of Kingston, reopened for the season Friday night. The entire theatre has been repainted and refurbished.

PEOPLE

Justus Baldwin "Jock" Lawrence, president of the Lawrence Organization, New York, public relations consultants, has been named special consultant for information to International Finance Corp., Washington.

◆

Kenneth More, British star of "Reach for the Sky," today will address members of the Yale School of Drama at the Yale Theatre in New Haven.

◆

Max Rosenblatt, who was with RKO Radio for 15 years, has joined the sales staff of Distributors Corp. of America as district manager. He will cover the Omaha, Des Moines, Kansas City and St. Louis areas.

◆

Sir Malcolm Livingston, British explorer, and his wife, **Karen,** have arrived in America from India and Africa, having completed their assignment for the Adrian Weiss film titled "The Bride and the Beast."

◆

Art Arthur, associated with **Cecil B. DeMille** in promotion of "The Ten Commandments"; **Herbert Kline,** documentary-film producer, and Thelma Schnee, screenwriter have joined New Ventures Productions.

Another great
Saturday Evening Post feature
becomes a hit movie!

FEAR STRIKES OUT

Starring Anthony Perkins

Paramount Picture Corporation's exciting new release based on the life and problems of Boston Red Sox baseball star Jim Piersall is one of the many great stories first published in The Saturday Evening Post.

Year after year more motion pictures are made from material published in the Post than from any other magazine. And why? Because Hollywood knows that what interests Post readers interests all America.

So don't miss this large potential audience! Put your advertising in The Saturday Evening Post and watch it go to work for you.

The Saturday Evening POST

America reads the Post

Television Today

IN OUR VIEW

WITH fanfare and trumpets worthy of the promotional people and effort behind it, the NTA Film Network officially was launched last week, April 1, and only last Saturday Mayor Robert F. Wagner by proclamation designated the day as NTA Film Network Day in New York City. Which merely proves that Ely Landau's press staff did an excellent job.

•

The NTA Film Network, in which 20th Century-Fox Film Corporation is a 50 per cent partner of National Telefilm Associates, started last week with at least one and one-half hours on 133 stations throughout the United States, and in Alaska and Hawaii; with an estimated 90 per cent of the nation's televiewers having these programs available. The presentation, in prime television time, of some of the outstanding theatrical motion pictures in the 20th Century-Fox library over the years to 1948, is a natural, inevitable and significant development in television programming, on the one hand, and in the evolution of modern entertainment forms, on the other.

Premiere Performance, for that is the name of the new series, has as host and hostess, Debra Paget and Jeff Hunter, two of the bright younger stars on the 20th-Fox roster, and that too has a certain degree of significance. In connection with the network presentation, the series will have the benefit of national advertising on a broad scale, as well as specific local promotion in many spots. The 133 stations represented in the NTA network reflect practically every important market in the country. The new system, as the first all-film network, requires no line charges to affiliates, and does not sell on the basis of simultaneous broadcasts, as do the regular networks.

•

Here is a far-reaching and impressive relationship between a motion picture company and a television program distributor. Mr. Landau, speaking recently, offered the opinion that the film network is "the network concept of tomorrow." He sees the economics of the television industry eventually dictating that procedure. He may be right. Perhaps it is a bit early to tell. In any case, the NTA Film Network is an exciting venture in full programming, one which will be watched closely for its impact on the industry to which it is making an important contribution.

—Charles S. Aaronson

NARTB Meet

(*Continued from page 1*)

Conrad Hilton Hotel here tomorrow and runs throughout the week.

The NARTB convention will be highlighted by clinics, affiliates meetings, and forums on such topics as television, FM broadcasting, labor relations, management and engineering, radio and film presentation.

RCA to Launch Color TV Campaign Apr. 22

A major merchandising campaign on behalf of color television will be launched in Milwaukee, on April 22, and extended to other sections of the country during the late summer and fall, it was announced at the weekend by Martin F. Bennett, vice-president, merchandising, Radio Corporation of America.

The campaign, to be known as "Milwaukee's Carnival of Color," will embrace a wide range of advertising and promotion techniques. Extending through the month of May, it will be conducted in cooperation with Taylor Electric Co., authorized distributor of RCA and RCA Victor products in the Milwaukee area.

"All media of advertising—newspapers, television and radio—as well as other avenues of communication and information will be utilized in extending the wonders of color television throughout the Milwaukee area," Bennett said.

Terrytoons Modernizes New Rochelle Plant

Terrytoons, a division of CBS Television Film Sales, Inc., is near completion of $300,000 modernization plans for enlarging its New Rochelle plant, according to William M. Weiss, vice president and general manager of the animation studio.

The three-story building has undergone complete alterations to allow for its expanding creative staff and new sound and camera equipment have been added.

Among those who have recently joined the company are David Tendlar, formerly of Famous Studios; Eli Bauer, from Ray Patin Productions in Los Angeles; Tod Dockstader of UPA Burbank; Ray Favata of Academy Productions, and Jules Feiffer, recently with Transfilm.

New Wallace Show

"Mike Wallace Interviews" will be the title of Wallace's new program when it makes its debut on the ABC Television Network Sunday April 28, 10-10:30 P.M., EDT. The program will be sponsored by Philip Morris, Inc., through N. W. Ayer & Son.

Steinbeck Expresses 'Kind' Feelings for Oklahoma

When the Oklahoma State Semi-Centennial Commission recently invited the redoubtable John Steinbeck to participate, members of the Oklahoma legislature with long memories of a certain novel, "Grapes of Wrath," raised objection. Remember, they said, the "Okies" and such. But Steinbeck protested that in reality he had nothing but the kindest of feelings toward Oklahoma and its people, now or ever.

To prove it, and to persuade the Oklahoma solons that they are wronging their man, a film of a recent John Daly ABC-TV news program featuring Steinbeck and elucidating his Oklahoma views, was dispatched to Oklahoma City, where the legislature will look at it today.

Latin American Sales Surpass Expectations

Screen Gems' Latin-American sales record after only six months on the market "has far outstripped our greatest expectations," according to John H. Mitchell, vice-president in charge of sales. "Screen Gems de Mexico opened its doors in Mexico City in February, 1956," he said, "and put its first Spanish-dubbed property up for sale last September."

The bulk of Screen Gems series now on the air in Spanish are All-Star Theatre (Ford Theatre), The Adventures of Rin Tin Tin, Jungle Jim and Tales of the Texas Rangers. "Programming for television in Latin-America is like a bottomless pit," Mitchell said. "In spite of the great wealth of Latin-America talent . . . . there is not enough live material to go around."

He added that although Screen Gems' plans for the future call for the continued dubbing of their top U. S. teleseries, "we plan eventually to enter into the field of film production in Latin-America itself. When there is a large enough audience to warrant the creation of original programs in Spanish, Screen Gems plans to be the first U. S. telefilm company to go into production."

Joins ABC Network

Television station WLW-I, which will operate on channel 13 in Indianapolis, will become a primary affiliate of the ABC Television Network effective September 14, it is announced by Robert E. Dunville, president of the Crosley Broadcasting Corp., and Alfred R. Beckman, vice-president in charge of station relations for the ABC Television Network.

MGM Steps Up

(*Continued from page 1*)

County," which is now being scored for premiere engagements in key cities this fall.

"As a man associated with theatre operations for many years, I have greatest confidence and enthusiasm for the product we are about to release," Vogel stated. "Without qualification I can assure the exhibitors that they have every reason to look forward with equal confidence and enthusiasm for the pictures we have completed to date, as well as for those now being prepared for the coming year which I believe will reflect the dedicated efforts of the entire M-G-M organization to bring the highest entertainment qualities to its product."

Ben Hur Included

Included in the films being readied for production is "Ben Hur," which is slated to go before the cameras after the first of the year. This will be the company's "most ambitious production of this or any other year," Vogel said. It will be produced by Sam Zimbalist.

A call for enthusiastic and vigorous salesmanship was sounded at the M-G-M sales meeting here by Vogel, Charles M. Reagan, vice-president and general sales manager, and Howard Dietz, vice-president and director of advertising, publicity and exploitation.

In his opening remarks, Reagan said, "the future will be good; by our hard work we can make it better."

Vogel, after being introduced by Reagan, declared, "every man in the company has a right to expect a square deal and a decent job, but conditions demand harder work and more thorough selling than ever before."

Closer Coordination Planned

A closer relationship between home office and field men was stressed by both Reagan and Dietz. Reagan described the appointment of Jack Byrne and Robert Mochrie as assistant general sales managers as designed for this purpose. Fuller information, faster decisions and closer personal relationships will result, he declared.

He paid tribute to Edward M. Saunders, who will continue to play an important part in the sales organization in New York. At the same time Reagan announced the promotion of Louis J. Weber from assistant to branch manager of the Dallas office.

Plans for promotion, publicity and advertising of forthcoming films were emphasized by Dietz, Si Seadler, Dan S. Terrell and Emery Austin.

58 Date 'La Strada'

The American language version of "La Strada," the Italian film which won the Academy Award for the best foreign picture of the year, has been set to open in 58 key cities on April 19, it was announced by Richard P. Brandt, president of Trans-Lux Distributing Corp. Other engagements will follow on May 22.

Wage Law

(*Continued from page 1*)

same testimony they offered three weeks ago before a Senate sub-committee holding hearings on the same subject.

The committees are currently considering several proposals to extend the Minimum Wage Laws. The Labor Department has asked for coverage for all enterprises with more than $1,000,000 in out-of-state purchases and more than 100 employees. The AFL-CIO is proposing that all businesses with more than four outlets and more than $500,000 in sales be subject to the minimum wage.

Brylawski Questioned

Questioned by committee Chairman Kelley (D., Pa.), Brylawski said that no full-time employee of a theatre in any of the three exhibitor organizations is paid less than $1 an hour. Those who are paid less, he explained, are part time employees such as ushers, cashiers, doormen, among whom there is "an enormous turnover."

In most cases, Brylawski said, these part-time employees are students or handicapped persons. Told by Chairman Kelley that 16 per cent of the U.S. population is physically handicapped in some way, Brylawski said that more than 16 per cent of all theatre employees are handicapped. "People in show business have big hearts," he said.

Roosevelt Queries Lydon

Congressman Rooosevelt (D., Calif.) asked Lydon if it would help the industry if the Minimum Wage Law provided that part-time workers be exempt from coverage. Lydon replied that this would "extend discrimination even further," because small theatres employing part-time help only would benefit, whereas large theatres with full-time help would not be exempt from the minimum wage requirement. Roosevelt then asked why large theatres couldn't hire on a part-time basis, too. Lydon answered that that might be "devious." Roosevelt said, however, that he felt there could be no objection to such a practice.

Roosevelt indicated early in the hearing that he felt there should be an "across the board" exemption of $500,000 "in order to protect small business."

Bonafield Resigns

(*Continued from page 1*)

joined Pathe News in 1931 coming from Fox Movietone News. He was an editor on the newsreel until 1937 when he became short subjects supervisor, and in 1944 became vice-president in charge of production. In 1951 he was elected executive vice-president and member of the board.

Since then he has continued the overall supervision of the RKO Pathe operations which recently have included several television shows. He will continue his close association with RKO Radio Pictures and General Teleradio on an independent basis.

SPEAKERS, at the Variety convention: John H. Rowley, international chief barker; Marc Wolf, international big guy; and Robert J. O'Donnell, international ringmaster.

Variety Honors Dr. Schweitzer

(*Continued from page 1*)

of 82, still works a 16-hour day at his hospital at Lambarene, French Equatorial Africa, administering to the health and spiritual welfare of the natives. For the past 44 years he has devoted himself to this selfless pursuit and his accomplishments have been a bright highlight in relations between the black and white races. He is at present engaged in enlarging the facilities of his hospital for the care of lepers.

Accepted by Dr. Emory Ross

The award was accepted for Dr. Schweitzer by Dr. Emory Ross of New York, head of the Schweitzer Fellowship.

The Humanitarian Awards Committee which voted the citation to Dr. Schweitzer is composed of 69 prominent editors, publishers and educators of this country and abroad.

Dr. Schweitzer was born in Gunsbach, Alsace, France, the son of an Evangelical pastor. By the time he was 21 he had obtained degrees in philosophy, theology and music at the University of Strasbourg. For the next nine years he devoted himself to preaching, teaching, music and writing and gained international recognition for his work in all four fields.

Went to Africa in 1913

At the age of 30 he vowed he would embark on a new career of "immediate service as a man to his fellow men," and in 1905 decided on a career as missionary doctor in Equatorial Africa. His wife, Helene, studied nursing to prepare herself to accompany him. They left for Africa in 1913.

Except for a few visits back to Europe and one trip to the United States in 1949, Dr. Schweitzer has been there ever since. In recognition of his achievements he was awarded the Nobel Peace Prize in 1952.

Para. Meet

(*Continued from page 1*)

and Cincinnati are the other cities where meetings will be held before Owen returns to New York Saturday.

Howard G. Minsky, Mid-Eastern division manager, has come here for the first meeting from Pittsburgh.

Branch managers who, with their salesmen, will attend the meetings in their respective territories are Ulrik F. Smith, Philadelphia; Herb Gillis, Washington; Dave Kimelman, Pittsburgh; Harry S. Buxbaum, Cleveland, and Edmund C. DeBerry, Cincinnati.

To Re-Release 'Bells'

Paramount Pictures yesterday announced it plans to re-release "For Whom The Bell Tolls" next month. Sidney Deneau, Paramount Western sales manager, left New York Sunday for Chicago to begin a three-week tour of Western U. S. branches for local sales meetings centering mainly on the re-issue.

MPAA Board

(*Continued from page 1*)

MPAA business building coordinating group, will report to the board on the activities of the industry campaign. He will be assisted by Roger H. Lewis, chairman of the advertising and publicity directors committee, who will inform the directors of his group's program and progress, including the Academy Award Sweepstakes conducted by the Council of Motion Picture Organizations.

One Suggestion by Stellings

Financing of the industry Jubilee campaign will be discussed and presented to the board by A. Montague, a member of the coordinating group. Among the financing proposals is one presented by Ernest G. Stellings, president of Theatre Owners of America, which is based on a levy on film rentals.

The directors, it is reported, may also discuss a preliminary report prepared by Booz, Allen & Hamilton, which is currently surveying distribution on possibilities of streamlining company operations. Another matter which may be taken up is union and guild payments on post-1948 motion picture features sold to television. The MPAA labor committee has been conducting meetings here and in Hollywood on this.

Up for re-election as officers of MPAA are Eric Johnston, president, who will preside over the directors meeting; vice-presidents Ralph D. Hetzel, Kenneth Clark, G. Griffith Johnson and Geoffrey M. Shurlock; secretary, Sidney Schreiber; treasurer Stanley R. Weber; assistant treasurer Thomas J. McNamara; and James S. Howie, assistant secretary and treasurer (Hollywood).

Heart Award

(*Continued from page 1*)

heart chairman, reported to the convention that the 38 Variety tents expended $2,943,444 on heart projects which benefitted 267,230 persons last year. Pledged to heart projects this year, he said, is $3,034,400.

As expected, all officers of Variety Clubs International headed by John Rowley, chief barker, were reelected at the final business session here on Saturday.

Variety Film Well Supported

At the same time, pledges of more than 1,000 additional playdates for the Variety film, "The Heart of Show Business," were given, among them 800 dates pledged by Toronto Tent No. 28 on behalf of Canadian theatres, and 80 by Marty Levine on behalf of Brandt Theatres, New York.

All Variety Affairs Drew Capacity Crowds

Special to THE DAILY

NEW ORLEANS, April 7.—Attendance continued to increase up to the final day of the Variety Clubs International Convention, with both business and social affairs drawing capacity crowds. Even unfavorable weather Thursday night failed to depress numbers or spirits on the Coca-Cola-sponsored Mississippi River boat ride and buffet supper, and the Pepsi Cola Mardi Gras dinner and entertainment Friday night.

Women's social activities throughout the convention, planned and conducted by a committee under Mrs. Rodney D. Toups, chairman, also were well attended.

Vote to Drop Funds

(*Continued from page 1*)

the motion picture branch, headed by Nathan D. Golden. The department is expected to ask the House itself or the Senate to restore the cut.

The committee voted funds for the Census Bureau to prepare for the 1958 census of business and manufacturing, and for the Patent Office to reduce the backlog of patent and trademark applications.

TODAY *as never before*
THE INDISPENSABLE ELEMENT OF
EVERY THEATRE PROGRAM IS

FOX MOVIETONE NEWS

MEETING THE CHALLENGE
OF CHANGING TIMES WITH
COVERAGE—IN DEPTH!

a must to round out
the program of every
single-feature situation!

an important supporting
attraction for every
neighborhood theatre!

essential to the program
of every drive-in
in the country!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 81, NO. 68 NEW YORK, U.S.A., TUESDAY, APRIL 9, 1957 TEN CENTS

Daff Reports:

Univ. to Make 33, Release 36 Films in 1957

Says Outlook for Business Good; Tells of Australia

By LESTER DINOFF

Alfred E. Daff

Universal Pictures will produce 33 pictures and release 36 during 1957, Alfred E. Daff, executive vice-president, said here yesterday, pointing out that the production program for Universal this year "provides for more 'blockbusters' than in previous years."

Daff, recently returned from a visit to Australia and New Zealand where he addressed the "47 Club," also said that the "outlook for Universal Pictures this year is very good. Business this year should equal that

(*Continued on page 2*)

Over 1,000 Attend John Balaban Services

Special to THE DAILY

CHICAGO, April 8.–John Balaban was laid to rest today in Walheim Cemetery, with more than a thousand people attending pre-burial services at Temple Sholom. Rabbi Binstock, officiating at the services, noting that Balaban came from a "family blessed with genius for greatness in the field of entertainment," said he was a man who constructed "great palaces where people were lifted up from ordinary

(*Continued on page 2*)

Television Today Page 4

M.P. DAILY pictures

THESE GENTLEMEN were discussing arbitration, at that Harvard Club luncheon yesterday. They are Charles Reagan, Ernest Stellings, George Weltner, and Robert Rubin, top; and, below, Ralph Hetzel, Abe Montague, and Julius Gordon; and in both instances overseeing, MPAA president Eric A. Johnston.

MPA Board Will Discuss Jubilee Financing Thurs.

Financing of the Golden Jubilee industry business building program and a progress report from the Advertising and Publicity directors Committee will be taken up on Thursday morning at a reconvening of the board of directors of the Motion Picture Association of America.

These matters were scheduled for discussion at yesterday's MPAA board meeting, but were put over because several board members were attending

(*Continued on page 5*)

MPA Board Re-elects All Incumbent Officers

The board of directors of the Motion Picture Association of America yesterday unanimously reelected all incumbent officers. Re-elected are Eric Johnston, president; Ralph Hetzel, Kenneth Clark, G. Griffith Johnson and Geoffrey Shurlock, vice-presidents; Sidney Schreiber, secretary; Stanley R. Weber, treasurer; Thomas J. McNamara, assistant treasurer; and James S. Howie, assistant secretary-treasurer.

At the annual meeting of the mem-

(*Continued on page 5*)

Nassour-King Bros. Suit Ended; Leaves Robert Rich Still Mystery

By WILLIAM R. WEAVER

HOLLYWOOD April 8–Hollywood's expectation that the official identification of the author whose story for "The Brave One" won the Academy Award would be made when Nassour Brothers' $750,000 plagiarism suit against King Brothers went to trial was upset over the weekend when litigants agreed on an out-of-court settlement. Nassour counsel Harold A. Fendler told MOTION PICTURE DAILY settlement in a "substantial and highly satisfactory amount" was made by the Kings following a Saturday meeting which had been set up for the taking of depositions. Fendler declined to state the exact amount, or to reveal whether the recent controversy over authorship attributed to Robert Rich but disclaimed by a local person bearing that name, figured in the settlement. Fendler said Nassour Brothers

(*Continued on page 5*)

Plan New Attempt

Arbitration Meet Slated For May 13

Exhibitors, Distributors Have 'Friendly Discussion'

Exhibition and distribution will make another attempt to build the framework of an arbitration and conciliation system next month, at a meeting tentatively set for May 13, it was announced here following a meeting of representatives of Allied States Association, Theatre Owners of America, and Motion Picture Association of America.

Arbitration was an integral part of the original consent decree in the case of U.S. vs. Paramount, et al, and expired when the decree expired in 1943. Two recent attempts to establish an arbitration system were made in 1952 and in 1954, and, in both instances, the arbitration drafts which were prepared did not receive all-industry approval and aborted.

The decision to proceed with ar-

(*Continued on page 5*)

Films, TV Independent, Skouras Tells NARTB

From THE DAILY Bureau

CHICAGO, April 8 – Spyros P. Skouras, president of 20th Century-Fox, today warned that it would be a "great disaster if motion pictures or television absorbed each other."

"Both media," said Skouras, "offer great possibilities and service to the public and should be independent of each other."

Speaking this afternoon at an informal reception given for television

(*Continued on page 4*)

Hoover to Be Honored For Broadcasting Aid

From THE DAILY Bureau

CHICAGO April 8 – While the 35th annual convention of the National Association of Radio and Television Broadcasters will open formally on Tuesday, some 2,000 radio and

(*Continued on page 4*)

PERSONAL MENTION

SPYROS P. SKOURAS, president of 20th Century-Fox, will return to New York today from Chicago.

•

Barney Balaban, president of Paramount Pictures, will return to New York today from Chicago, where he attended the funeral of his brother, **John Balaban**.

•

Charles Boasberg, Paramount's worldwide sales head for **Cecil B. DeMille's** "The Ten Commandments" will leave here today for Atlanta, Birmingham and New Orleans.

•

Harold J. Mirisch, Allied Artists vice-president, has arrived in New York from the Coast.

•

James R. Velde, United Artists general sales manager, is in Pittsburgh today from New York.

•

Michael Todd, producer, tomorrow will lecture at Harvard University, Cambridge, Mass., on the subject, "Show Business in Management."

•

Kenneth More will return to London today from New York via B.O.A.C.

•

Sidney Deneau, Paramount's Western sales manager, will arrive in Milwaukee today from Chicago.

•

Charles Wick, president of Splendex Enterprises, left Hollywood by plane last night for New York.

MPEA Concludes Fund Agreements with Japan

The Motion Picture Export Association has concluded an agreement with the Japanese government whereby under 1.3 billion yen, which equals $3,600,000 in dollars, will be remitted immediately to the American motion picture companies and 2.4 billion yen, which is about $6,600,000, will be loaned to the Electric Power Development Co. of Tokyo under terms similar to those of last year.

The new 1957 agreement takes effect immediately and it was worked out by MPEA vice-president Irving A. Maas, who is currently in Tokyo.

Last year's loan was for six years with repayment commencing at the end of the third year. The interest and principal of the loan also are remittable in dollars when paid.

Univ. to Make 33, Release 36

(*Continued from page 1*)

of 1956, and indications are that it will surpass last year's figures, even though it is still early."

The Universal executive said that the company's production schedule is higher than last year and that the Universal releasing program for 1957 is higher also. This is due both to company product and the six films are presently scheduled for distribution acquired under the agreement with RKO Radio Pictures. Three of Universal's film's this year are planned for overseas production, in Europe, he said.

Commenting on his Australian visit, Daff said that the industry "down there is rapidly growing. Drive-in theatres are giving exhibition a 'new look.' The fast growing outdoor theatres are having no effect on the business of 'hard tops,' which are also doing excellent business at the present time."

Daff said that Universal business there is constantly increasing despite television, which is now in two cities, and a static 16mm market. He said that television has had its effect on 16mm business in populated areas, but not in areas which are isolated, such as sheep stations, etc.

Daff will leave here on Wednesday for Hollywood. He plans to go to Europe in May for a European sales meeting.

Newsreel Operation 'In Black,' Daff Says

Universal Newsreel is "operating in the black" and has picked up a good portion of the business since the demise of the Paramount Newsreel, according to Alfred E. Daff, executive vice-president of Universal Pictures, parent company.

Daff yesterday stated that exhibitors shouldn't write newsreels off for they play an important part in the theatre's program. "Don't sell them short," Daff said, "for the public still wants to and likes to see a newsreel."

The veteran film executive pointed out that there still is a demand for newsreels despite television news coverage. He pointed out that TV news coverage doesn't compare to a newsreel quality-wise.

Universal Signs New Credit Agreement

Special to THE DAILY

WASHINGTON, April 8 — Universal Pictures has entered into a new credit agreement with the First National Bank of Boston and the Guaranty Trust Co. of New York dated March 15, 1957, under which the company borrowed $10,000,000, according to a report filed with the Securities and Exchange Commission.

Of the $10,000,000, Universal told the SEC, $6,500,000 was used in liquidating the borrowings under the 1955 credit agreements with the same two banks and the remaining $3,500,000 was added to the working capital to be used for general corporate purposes.

Universal also announced a reduction of capital by retiring 1,400 shares of the outstanding 4¼ per cent cumulative preferred stock in its filing with the SEC.

Las Vegas Gets 1959 Variety Convention

Special to THE DAILY

NEW ORLEANS, April 8.—Variety Clubs International will hold its 1959 convention in Las Vegas, Nev., it was decided at the organization's meeting here which wound up at the weekend. The 1958 convention, as previously announced, will be held in London, England. About 15 chief barkers indicated they would lead delegations to London from American tents.

Charles S. Casanave, president of Fred Astaire Dance Studios, New York, told the Variety convention here that his company's 128 studios around the country stood ready to stage local charity balls as fund raising projects for Variety tents.

John H. Rowley, who heads the slate of reelected Vareity International officers, thanked Coca Cola and Pepsi Cola companies for providing the outstanding social events of this year's convention, and also expressed the international's appreciation to the New Orleans Tent for staging the affair.

Max Youngstein's Sister

Funeral services for Mrs. Marian Hugel, 38, of Fresh Meadow, L. I., sister of Max Youngstein, vice-president of United Artists, were held at Riverside Memorial Chapel here yesterday afternoon. Mrs. Hugel, who leaves a husband, Irving, and daughter, Louise, died Sunday at University Hospital, New York, following a lengthy illness.

Technicolor Dividend

The board of directors of Technicolor, Inc., yesterday declared a dividend of 12½ cents a share on common stock payable April 30, to stockholders of record at the close of business April 16. Shares outstanding yesterday were 2,035,571, compared to 2,033,903 at the close of 1956.

Balaban Rites

(*Continued from page 1*)

cares and sordid surroundings to dreams of higher thought and vision." Rabbi Binstock praised Balaban's generosity and recalled that he headed such drives as the combined Jewish Appeal, Red Cross and Brotherhood groups.

Spyros Skouras and Jimmy Durante were among the many notables who attended the services. Active pallbearers were Arthur Goldberg, Abe Platt, Nate Platt, Elmer Upton, David B. Wallerstein and W. K. Hollander.

26 Honorary Pallbearers

Honorary pallbearers were Colonel Jacob Arvey, Irwin Alschuler, Si Barlett, Sam Block, George Dembow, Sam Dembow, Julius Estes, Al Goldenson, John Gottlieb, Erb Grafis, D. R. Kennedy, Sam Katz, Irving Kupcinet, Abe Lastfogel, David Levinson, Harry Lustgarten, Judge Abraham Marovitz, Milton Morris, John Mitchell, Doctor E. Newman, R. J. O'Donnell, James Petrillo, Arthur Ruboloff, Joseph Schward, Ted Stein, Arch Trebow.

Trans-Lux Stockholders Meeting Set April 25

Stockholders of Trans-Lux Corp. will hold their annual meeting here on April 25 to elect 11 directors, auditors and to amend by-laws of the company, according to the Trans-Lux meeting notice.

Up for reelection as directors are Chester Bland, Harry Brandt, Richard Brandt, Robert Daine, Jay Emanuel, Percival E. Furber, Aquila Giles, Edison Rice, Jacob Starr, Ralph Weiner and Milton C. Weisman.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
AUDREY HEPBURN • FRED ASTAIRE
in
"FUNNY FACE"
co-starring KAY THOMPSON
A Paramount Picture
and THE MUSIC HALL'S GREAT EASTER STAGE SHOW

MOVIELAB
TV
FILM SERVICE CENTER
• EDITING ROOMS
• STORAGE ROOMS
• SHIPPING ROOMS
• OFFICES
PROJECTION ROOM FACILITIES
MOVIELAB BUILDING
619 W. 54th St., New York 19
JUdson 6-0367

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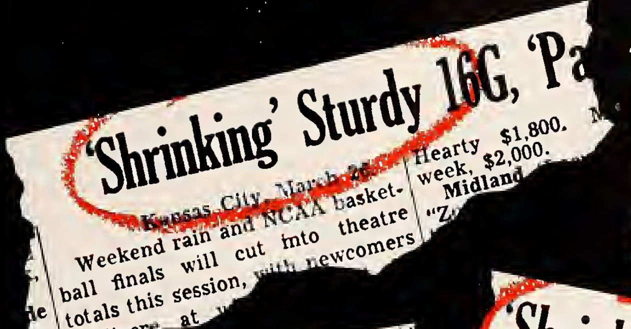
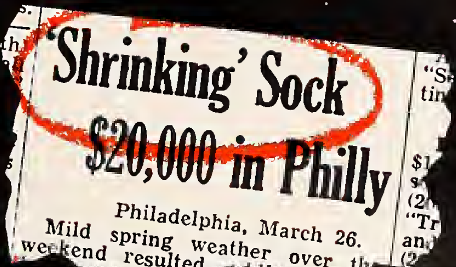
BOY, WHAT "SHRINKING" BUSINESS!

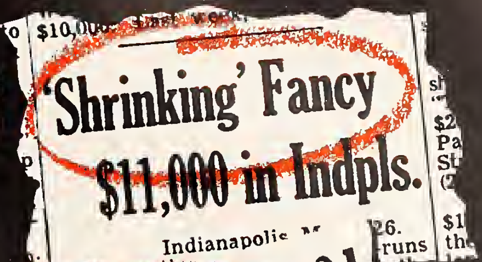

'Shrinking' Sturdy 16G, 'Pa

Kansas City, March 26.
Weekend rain and NCAA basketball finals will cut into theatre totals this session, with newcomers mediocre at

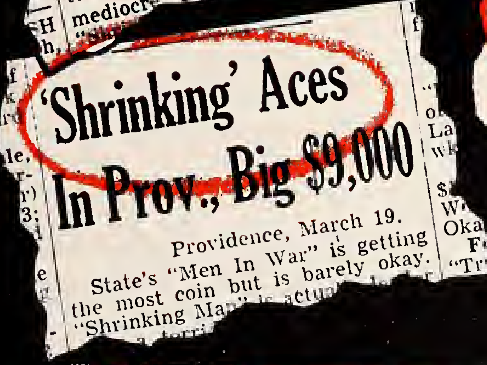
Hearty $1,800. week, $2,000. Midland


'Shrinking' Sock $20,000 in Philly

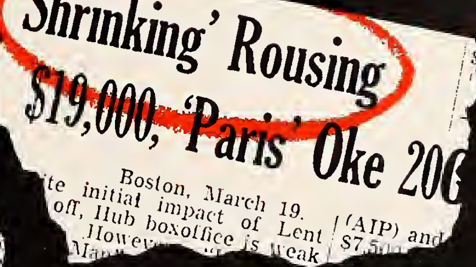
Philadelphia, March 26.
Mild spring weather over the weekend resulted,


'Shrinking' Fancy $11,000 in Indpls.

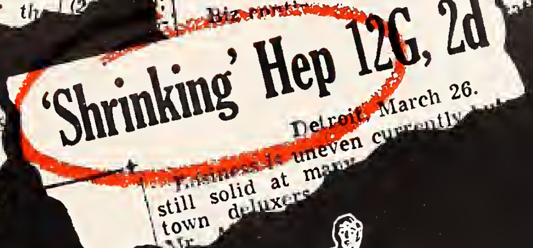
Indianapolis


'Shrinking' Aces In Prov., Big $9,000

Providence, March 19.
State's "Men In War" is getting the most coin but is barely okay. "Shrinking Man" is actually


'Shrinking' Rousing $19,000, 'Paris' Oke 20G

Boston, March 19.
The initial impact of Lent off, Hub boxoffice is weak
However


'Shrinking' Hep 12G, 2d

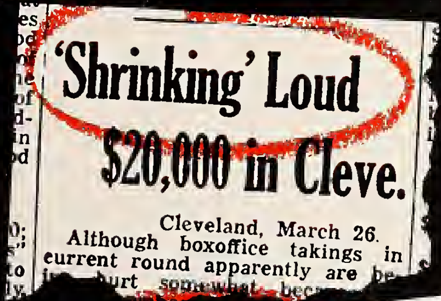
Detroit, March 26.
Business is uneven currently still solid at many town deluxers.

THE INCREDIBLE

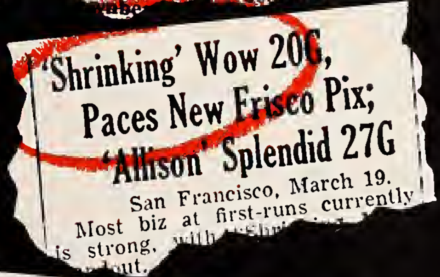
SHRINKING MAN

is topping every U-I picture except "To Hell and Back" and "Away All Boats" in multiple first-run Los Angeles, and *Holding over all over...*

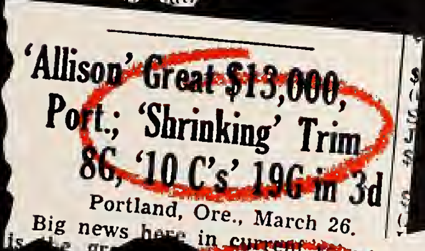
Minneapolis, *Orpheum;* Kansas City, *Tower, Fairway, Uptown, Granada;* San Francisco, *Golden Gate;* Seattle, *Music Box;* Detroit, *Palms;* Tulsa, *Orpheum;* New York, *Globe;* Baltimore, *Mayfair;* Philadelphia, *Fox.*


'Shrinking' Loud $20,000 in Cleve.

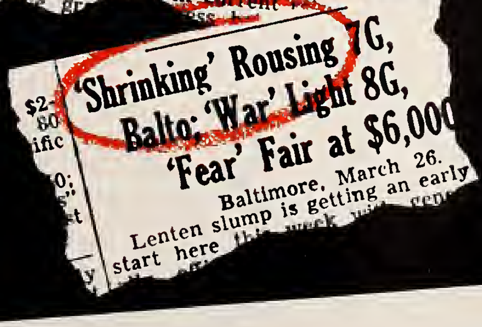
Cleveland, March 26.
Although boxoffice takings in current round apparently are being hurt somewhat because


'Shrinking' Wow 20G, Paces New Frisco Pix; 'Allison' Splendid 27G

San Francisco, March 19.
Most biz at first-runs currently is strong, with "Shrinking" standout.


'Allison' Great $13,000, Port.; 'Shrinking' Trim 8G, '10 C's' 19G in 3d

Portland, Ore., March 26.
Big news here in current


'Shrinking' Rousing 7G, Balto; 'War' Light 8G, 'Fear' Fair at $6,000

Baltimore, March 26.
Lenten slump is getting an early start here this week

A UNIVERSAL-INTERNATIONAL PICTURE

STARRING **GRANT WILLIAMS • RANDY STUART**
with APRIL KENT · PAUL LANGTON · RAYMOND BAILEY

DIRECTED BY JACK ARNOLD • SCREENPLAY BY RICHARD MATHESON • PRODUCED BY ALBERT ZUGSMITH

Television Today

PASSING IN REVIEW....

It's interesting to note that in an industry where anything as much as three months old is regarded just slightly less remote than the Age of Pericles, the only events of interest in the New York area last week were provided by three motion pictures, with a combined age of 61 years and by a couple of troupers, whose combined age only a cad would speculate on.

Freshness Undiminished

The three films were two from the M-G-M library, "The Great Ziegfeld" (1936) and "Camille" (1937) and one from Columbia, "The Awful Truth" (1937). The first two were features of WCBS-TV's The Late Show and the latter of WABC-TV's Night Show. These theatrical riches have a value far exceeding their already huge historical interest: they are almost as good today as the day they first went into release—living proof of the taste and sometimes genius of the men who made them.

New York residents, of course, are forced to rearrange their sleeping schedules to see most of these films. Network programming being what it is—and understandably—the film programs here wind up in the secondary time spots. Nevertheless, the reasonably alert viewer cannot help but be conscious of the great gulf that exists between 99 per cent of current TV drama and the ancient product out of Hollywood. If the latter are not responsible for the complete demise of live TV drama—and it is fervently hoped they won't be—the competition can only sharpen the wits, the daring and the ambition of the medium's live producers.

The Lunts a Real Treat

The two troupers who brightened the week were, obviously, Alfred Lunt and Lynne Fontanne, who appeared in a comparatively new vehicle of Stanley Steamer design, "The Great Sebastians" (NBC-TV) Monday, Apr. 1. They were up to their old stage tricks: odd and more peculiar emphasis on unexpected words, machine gun phrasing with the surprised halt in mid-sentence, the inevitable talking-over the other's cue line, and all of it loud, clear, articulate and meaningful in the context of the script. There is a validity to their style which, while not directly pertinent to a Horton Foote or Paddy Chayevsky drama, at least should be studied with respect by the many TV actors who got their start imitating such things as oak trees and childbirth.

Milton Cross, another veteran of another, more peaceful and articulate era, presides over ABC-TV's new Sunday night series, All About Music. Calypso was the subject of the premiere show which included the explosive talents of the Duke of Iron, Johnny Barracuda and the members of the King Carib Steel band. Mr. Cross's commentary was straightforward and inobtrusive, the emphasis being on the music iteslf, which is as it should be.

Otherwise the week was humdrum.
—V.C.

NARTB Will Honor Hoover

(Continued from page 1)

TV leaders had registered by Sunday afternoon.

Highlighting the convention will be addresses by General Alfred M. Gruenther, president of the American Red Cross; George C. McConnaughey, chairman of the Federal Communications Commission; Harold E. Fellows, president of the NARTB; Frank J. Starzel, general manager of the Associated Press, and Arch N. Booth, executive vice-president of the U. S. Chamber of Commerce.

General Gruenther will deliver the opening address Tuesday morning. His talk will be followed by the presentation of the NARTB Keynote Award for distinguished service to former President Herbert Hoover. Hoover, who cannot be present, will be honored for the "major role he played in supporting the infant broadcasting industry as Secretary of Commerce from 1922 to 1927."

Meetings by related industry groups began Sunday. Also opening Sunday was the convention exposition, the industry's largest display of broadcast equipment and facilities. Millions of dollars worth of broadcast equipment, services and facilities are shown by 130 exhibitors.

McConnaughey, whose speech was taped for broadcasting by the Columbia network tomorrow, will tell the convention that the five-year-old Television Code and 20-year-old Radio Standards of Practice are "sincere and effective attempts upon the part of radio and television broadcasters to improve their service to all of the public."

Films and TV

(Continued from page 1)

executives by National Telefilm Associates at the convention of National Association of Radio and Television Broadcasters, Skouras reaffirmed his faith in the NTA film network and paid high tribute to NTA officials for their "wholehearted cooperation and integrity" in the negotiations which led to the acquisition of 20th Century-Fox films by NTA for distribution to television.

Skouras declared that his company will make available to TV its entire physical, financial and creative resources, provided there is a demand. He added, "We can provide at least 20 new shows a year for the network."

Speaking of feature pictures, Skouras said that Fox can supply NTA with at least one or two films each week for a period of "many years to come." He said, "We have 350 pre-1948 pictures available and after we come to an agreement with the various guilds on the post-1948 films, we will be able to have a permanent supply available."

Sees ABC-TV 'Truly National' in 1957-58

CHICAGO, April 8.—"1957-58 will mark the first season when ABC-TV will present, with maximum strength, a full schedule of programming via a truly national network," Oliver Treyz, ABC vice-president in charge of television, said here today at a meeting of ABC-TV affiliates.

For the first time, said Treyz, ABC-TV will be completely competitive in program quality throughout its evening schedule, as well as a major portion of the daytime hours. He explained that because of action already taken by the Federal Communications Commission, "1957-58 promises to be the first season when ABC-TV will have exclusive affiliation in every major market with a population of over 500,000."

Stanton, Jones, Others Praised By CBS Assn.

CHICAGO, April 8—Meeting here prior to the opening of the annual convention of the NARTB, the CBS Television Affiliates Association passed two resolutions here yesterday. The first praised the efforts of Dr. Frank Stanton, Merle Jones and "other members of the CBS-TV executive group" for "the precedent and original plan initiated by CBS Television to deal with the troublesome problems inherent in regional time differentials accentuated by daylight saving."

The second resolution called attention to Dr. Stanton's testimony before Congressional investigating committees last year, praising its value to the industry and to the public.

MacNamara Says Leading Exhibitors Eye Telemeter

By WILLIAM R. WEAVER

LOS ANGELES, April 8 — More than 50 exhibitors, including heads of the three largest circuits in the country, have visited Telemeter headquarters for first hand inspection of the company's new theatre - to - home wired-television system since its first demonstration March 21, Telemeter vice-president Paul MacNamara told MOTION PICTURE DAILY today. Although no licensing contracts have been signed, he said, progress toward working out final details of the franchise plans is being made through discussions with exhibitors representing widely different types of locations.

For the present only the Los Angeles demonstration will be available to exhibitors, but it is probable another will be set up in New York in three or four months, according to MacNamara.

Kaufman, Zukor Kin, Is Dead in Hollywood

HOLLYWOOD, April 8 — Funeral arrangements are being made for Albert A. Kaufman, 68, pioneer film executive and brother-in-law of Adolph Zukor, who died Sunday night at Good Samaritan Hospital. Kaufman entered the industry in 1907 when he went to work in Zukor's penny arcade in New York, and later was associated with the industry in various capacities, including general managership of the Paramount studio, 1928-1934.

Kaufman retired in 1935 to enter the real estate field. A son and three daughters survive.

Broidy in Dallas Today

DALLAS, April 8—Steve Broidy, president of Allied Artists; Lindsley Parsons, producer, and John H. Burrows, associate producer, tomorrow will inaugurate here a series of meetings which will be continued throughout the country. Broidy will brief A.A. sales personnel and exhibitors on the company's schedule of forthcoming features and on trends in the industry as a whole.

Five from Zanuck in '57

HOLLYWOOD, April 8 — Darryl F. Zanuck, in a statement made here at the weekend, revealed that he will have five features completed or in photography during 1957.

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Nassour-King

(*Continued from page* 1)

had bought a story entitled "Story of Emilio Guloso" from Willis H. O'Brien in 1944, registering it under that title with the Screen Writers Guild at that time and under other titles subsequently, and had submitted it twice to King Brothers. He said Nassours, following the property's rejection by King Brothers, started their own production of it, in their own Regiscope process, and that it now is nearing completion.

The disclaimer by one Robert Rich that he wrote "The Brave One," followed by the King Brothers' statement that another Robert Rich now abroad did write it, led to wide press speculation that one or another of the "Fifth Amendment writers" may have hidden behind that pseudonyn. This has left Academy Board of Governors in a difficult position due to their policy, as exercised in the case of Michael Wilson, against issuing awards to persons who refuse to answer proper questions put by government bodies. The Nassour-King settlement eliminates a trial in which, presumably, the actual writer of "The Brave One" would have had to appear as a key witness.

MPA Board to Discuss

(*Continued from page* 1)

the John Balaban funeral services in Chicago.

Spyros P. Skouras, chairman of the MPAA business building coordinating committee, and Roger H. Lewis, advertising-publicity group chairman, will report to the board. A number of proposals concerning the business building program, including the one advanced by Ernest G. Stellings, president of Theatre Owners of America, which is based on a levy on film rentals, will be discussed.

Product Screened for Rank's Regional Men

Prior to Rank Film Distributors' first sales conference which begins tomorrow at the Park Sheraton Hotel here, regional and branch managers are being shown their company's product. Irving Sochin, general sales manager, said at a luncheon last week that "for the first time in the annals of distribution sales meetings, men responsible for sales will view every foot of film they are going to sell." Sochin also announced the appointment of Gordon C. Craddock, Jr., as his assistant in charge of circuit sales.

Settle Bischoff Suit

HOLLYWOOD, April 8.—A breach of contract suit brought by Samuel Bischoff against Warner Bros., scheduled for trial here tomorrow, was amicably settled over the weekend on terms described by Bischoff's counsel as "extremely satisfactory." The plaintiff had charged the studio had violated the contract under which he was to have produced "Helen of Troy."

Arbitration Meeting May 13

(*Continued from page* 1)

bitration and conciliation discussions was reached here yesterday following a luncheon between Julius M. Gordon, National Allied president, Ernest G. Stellings, TOA president, MPAA president Eric Johnston, A. Montague, Charles M. Reagan and George Weltner, the distribution steering committee on arbitration, and Robert J. Rubin, Paramount vice-president, Ralph Hetzel and Kenneth Clark of the MPAA.

Meeting of Minds Reported

It was announced following the "friendly discussion" that "all three groups expressed a desire to find a basis for an industry system of conciliation and arbitration." A tentative date of May 13 was set for the first arbitration meeting, to be held in New York, and it is expected that representatives of other exhibition organizations — Independent Theatre Owners Association, Metropolitan Motion Picture Theatres Association, and Southern California Theatre Owners Association, would be invited.

Both representatives of exhibition who attended yesterday's meeting expressed a hope that a fair and impartial working arbitration system could be evolved from the May 13 meetings. The representatives of distribution declined to comment at all on the luncheon meeting and referred all questions to the MPAA which issued the announcement.

Previous Drive in '55

The last active campaign for an arbitration system ended in January 1955 when the draft prepared by both TOA and the distributors was rejected, following the exhibitor group's withdrawal of its approval of the plan. This took place prior to the Senate Small Business Committee hearings on industry trade practices. The SSBC, afterwards, in its report, urged the establishment of an industry arbitration system without film rentals and sales policies.

Since then, to paraphrase Mark Twain, "everybody talked about arbitration but nobody did anything about it." This held true in the case of exhibition, and it was only recently that distribution decided to take up the arbitration subject again.

The last arbitration draft was prepared on the basis of the plan worked on in 1952. A seven-point plan was used as the basis and it provided for arbitration of clearances, runs, conditioning, contract violations, print shortage, competitive bidding, and pre-release of pictures. The 1952 plan had an eight-point foundation—1) the proposed system was "one way arbitration," i.e. it could be instituted by an exhibitor, but not by a distributor; (2) provision for clearance; (3) protection against arbitrary refusal of a run; (4) a "partial" remedy for hardships and abuses of competitive bidding (5) the barring of the forcing of pictures (6) provision for the arbitration of alleged contract violations; (7) conciliation, and (8) the awarding of damages up to double damages when a deliberate intent to injure an exhibitor was found.

Allied Officials Meet

It is understood that both TOA and National Allied propose to utilize portions of these previous drafts as a platform for preparation of the 1957 plan. Stellings recently stated this. TOA and National Allied leaders, Stellings and Herman Levy, and Gordon and Abram F. Myers, met here yesterday morning in preparation for the Harvard Club luncheon. Sunday night, TOA executives held a private session at Hector's Restaurant here to discuss the Monday morning meeting with National Allied officials.

Louis Orlove Leaving MGM Milwaukee Spot

MILWAUKEE April 8 — Due to the reduction in the field forces at MGM here, Louis Orlove is leaving after 21 years with the company. He started with Sax and when Fox bought out Sax, he joined the former.

The last 21 years of his 38 years in the industry he has spent with MGM. He handles all the publicity for five states — Minnesota, North Dakota, South Dakota, Upper Michigan and Wisconsin. Orlove will remain here, although his plans are still indefinite.

MPA Reelects

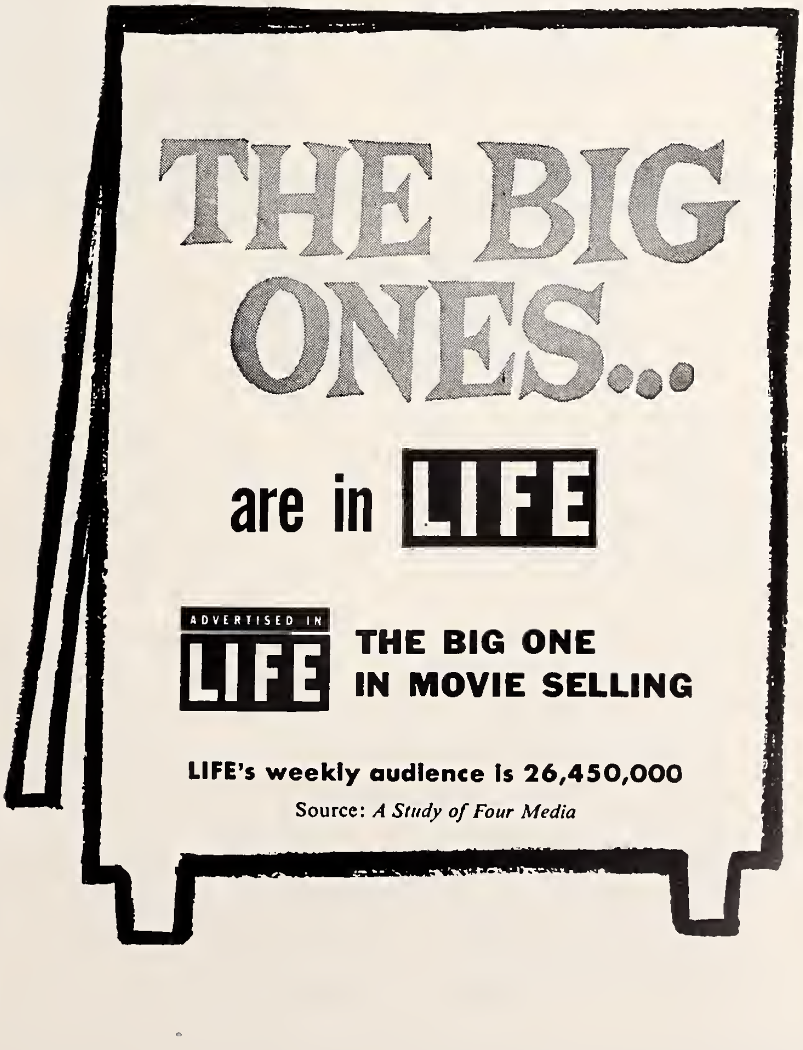
(*Continued from page* 1)

bers of the association which preceded the board meeting the following directors were elected. These are:

Eric Johnston; Barney Balaban, president, and George Weltner, world wide sales manager, Paramount Pictures; Steve Broidy, president, and Edward Morey, vice-president, Allied Artists; Abe Schneider and Abe Montague, vice-presidents, Columbia Pictures; Cecil B. deMille; Daniel T. O'Shea, president, and Paul J. Quinn, RKO Radio Pictures; and Earle W. Hammons, president, Educational Films.

Rackmil, O'Connor Renamed

Also, Milton R. Rackmil, president, and John J. O'Connor, vice-president, Universal Pictures; Hal E. Roach, president, Hal Roach Studios; Herman Robbins, chairman of the board, National Screen Service; Joseph R. Vogel, president, and Benjamin Melniker, general counsel of Loew's, Inc.; Spyros P. Skouras, president, and W. C. Michel, executive vice-presdent, 20th Century-Fox; C. B. Stratton, executive vice-president, Cosmopolitan Corp.; Paul Terry, president, Terrytoons; Benjamin Kalmenson, executive vice-president, and Albert Warner, vice-president, Warner Bros.; Herbert J. Yates, president, and Theodore R. Black, associate general counsel, Republic Pictures.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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 81, NO. 69 NEW YORK, U.S.A., WEDNESDAY, APRIL 10, 1957 TEN CENTS

N. Y. Exhibitors

Endorse Plan For Financing New Product

Will Bid for National Exhibitor Support of Idea

Nearly 100 exhibitors of the New York metropolitan area unanimously agreed to subscribe to a financing plan to make increased product available at a luncheon meeting held at the Sheraton Astor Hotel here yesterday.

The luncheon was sponsored by Max Cohen, Sam Rinzler, Wilbur Snaper, Emanuel Frisch and Maury Miller and was attended by Ernest Stellings, president of Theatre Owners of America, and Julius Gordon, president of Allied States.

The two were reported to have endorsed the plan as individuals and to have stated they would discuss its merits with their respective organizations. Their aid in setting up similar

(*Continued on page* 3)

Rank of America Opens First Sales Meet Today

Kenneth Hargreaves, president of the Rank Film Distributors of America, Inc., will make the keynote address at the opening session today of the company's first sales conference at the Park Sheraton Hotel here. Irving Sochin, general sales manager, will act as chairman of all morning and afternoon sessions of the three-day conference, which will be attended by executives from the field and home office.

Conferees will discuss distribution

(*Continued on page* 3)

Levine, Embassy Head, Is Host to Exhibitors

Special to THE DAILY

BOSTON, April 9—More than 250 exhibitors attended the luncheon at the Sidney Hill Country Club hosted by Joseph E. Levine of Embassy Pictures to announce his new product from American-International and

(*Continued on page* 2)

Tax Relief for English Exhibitors Granted for This and Future Years

By PETER BURNUP

LONDON, April 9—Chancellor of the Exchequer Peter Thornycroft opened his budget in the House of Commons this morning to reveal entertainment tax remission for motion picture exhibitors of £6,000,000 this year and £6,500,000 in future years. The new budget is scheduled to go into effect on May 5.

The new budget completely eliminates the living theatre, including concerts, and sports events from the en-

(*Continued on page* 2)

High Tribute Paid A.A. In Dallas by O'Donnell

Special to THE DAILY

DALLAS, April 9—Seventy-five exhibitors and circuit executives attending a luncheon for Steve Broidy, Allied Artists president, and producers Lindsley Parsons and John H. Burrows, today heard R. J. "Bob" O'Donnell, general manager of the Interstate Circuit, declare that "Allied Artists as a company stands between the exhibitor and starvation."

The luncheon meeting was hosted by James A. Prichard, Allied Artists

(*Continued on page* 6)

Oppose Expansion of USIA, Film Division

From THE DAILY Bureau

WASHINGTON, April 9.—Proposed expansion of the U. S. Information Agency, and of the agency's Motion Picture Division, ran into sharp criticism and opposition from members of a House Appropriations Subcommittee.

Remarks of the subcommittee members, contained in hearings made public today, clearly indicated that most, if not all, of the increase would be denied.

The agency, which carries on the

(*Continued on page* 2)

Enlarge Loew's Thea. Board to 10 Members

In order to carry out the decision of United States District Court Judge Edmund L. Palmieri, the Board of Directors of Loew's Theatres Subsidiaries has been enlarged from six to ten members. In addition to Karl D. Pettit and Allan L. Melhado, who were added two weeks ago as court-appointed directors, Archie Weltman, secretary, and J. Leonard O'Donnell treas-

(*Continued on page* 2)

Jersey Allied Pushes 'Cinderella' Protest

Allied Theatre Owners of New Jersey yesterday voted to retain legal counsel to study possible legal action against Buena Vista Film Distribution Co. for allegedly refusing to serve "Cinderella" to customers on availability, president Sidney Stern said here yesterday.

Stern said that ATONJ also voted

(*Continued on page* 2)

Justice Sees Exhibitor Opposition to AB-PT Proposal to Acquire Theatre in Chicago

From THE DAILY Bureau

WASHINGTON, April 9—Exhibitor opposition is likely to be presented to the proposal of American Broadcasting-Paramount Theatres to acquire the Mercury Theatre in Chicago, Justice Department officials believe.

The matter comes up for hearing in New York District Court Monday, and exhibitor opposition is expected at that time, Justice officials said. They declared that they have had "inquiries and discussions with a number of exhibitors" on the proposed purchase, and that these discussions have led them to anticipate exhibitor opposition in court Monday.

They refused to say what stand Justice would take. The Mercury acquisition is the first acquisition proposed by AB-PT since completing its divestiture program.

Stellings Says:

Need More Top Films Between Now—June 1

May Ask Distribution Aid; March Business Off 12%

By LESTER DINOFF

Ernest G. Stellings

Theatre Owners of America may ask the distribution companies to release top "A" product between now and June 1 to help alleviate the shortage of top films and the decline in box office business, Ernest G. Stellings, president, said here yesterday. "Motion picture business in March, as compared to the good business period in January and February, showed a decline of from 10 to 12 per cent," Stellings declared.

"At present, the main exhibition concern is the lack of enough good top 'A' pictures between now and

(*Continued on page* 6)

Ask 3 Independents Join in Arbitration

Theatre Owners of America and Allied States Association have opened the door for Independent Theatre Owners Association, Metropolitan Motion Picture Theatres Association and Southern California Theatre Owners Association to participate in the forthcoming talks with distribution on the formation of an industry arbitration and conciliation plan. The

(*Continued on page* 6)

Television Today Page 6

PERSONAL MENTION

ABRAM F. MYERS, general counsel of Allied States Association, returned to Washington yesterday from New York.

•

JEROME PICKMAN, Paramount vice-president in charge of advertising-publicity, and **SID BLUMENSTOCK**, advertising manager, have arrived in Hollywood from New York, where they will be for the remainder of the week.

•

HAROLD DRAYSON, syndicate store sales manager for MGM Records, has entered Long Island Jewish Hospital for treatment.

•

ROSEMARY CLOONEY has arrived in London from New York via B.O.A.C.

•

ERNEST G. STELLINGS, president of Theatre Owners of America, left here yesterday for Louisville.

•

MRS. MAX M. WILLIAMS, national president of the Federation of Motion Picture Councils, will leave Detroit today for New York.

Decca May Buy More Shares in Universal

Decca Records, which currently owns 80 per cent of the outstanding stock of Universal Pictures, "may buy some more shares in the motion picture company this year and eventually may take the company over," Milton R. Rackmil, president, told Decca stockholders here yesterday.

Rackmil, declaring that Decca's first quarter sales and profits are up over last year's comparable period, predicted that the company's earnings in 1957 will equal and may better the overall 1956 figures.

He also said that Universal Pictures earnings for 1957 will equal that of last year. Rackmil told the Decca holders that Universal's first quarter earnings "were down, but that the second quarter earnings were up considerably."

Mrs. Selznick on Mend

HOLLYWOOD, April 9 — Mrs. Florence A. Selznick, 78, mother of David O. Selznick, tonight was recovering satisfactorily from surgery performed this morning at Cedars of Lebanon Hospital by Dr. Marcus A. Rabwin. Producer Selznick, who returned from Europe to be with his mother at this time, is expected to leave for his "A Farewell to Arms" location in two or three days.

U. S. I. A. Hit

(Continued from page 1)

Government's Overseas Information Program, is seeking appropriations of $140,000,000 for the coming fiscal year. This compares with $113,000,000 this year and $87,336,630 last year. For the film division, the agency is seeking $9,446,000 for the coming year, 35 per cent over the $7,004,320 available this year and over 100 per cent above the past year's appropriation of $4.507,569. Broadcasting funds would go up from $16,849,470 last year and $21,316,264 this year to $27,387,767.

Film Division chief Turner Shelton told the subcommittee most of the increase in film funds would go for production and acquisition of documentaries, foreign language prints, and production and projection equipment.

Tax Relief Granted

(Continued from page 1)

tertainment tax burden. However, in an attempt to adjust television's "contribution" to the nation's economy—television being untaxable in the orthodox collection of entertainment taxes—the budget increases the cost of the annual domestic reception licenses from three pounds to four pounds.

The new scale of entertainment tax on motion picture theatre seats, which, incidentally, now carry the entire load of the tax, is based on a formula giving the greatest relief to the cheaper seats, thus designed to help particularly small, hard-pressed exhibitors. Under the formula, future rates will be half of the amount by which the admission price exceeds eleven pence. Thus, for example, the tax on a one shilling admission is fixed at one half-penny; on a one shilling and six pence admission, the tax is three pence half-penny, etc.

Enlarge Loew's

(Continued from page 1)

urer, have been elected. Leopold Friedman, president, and Eugene Picker and John M. Murphy, vice-presidents, continue as directors, as well as Thomas L. Norton, Thomas J. Connellan and George T. Baker.

WB's 'Prince' Benefit At Music Hall in June

Warner Bros.' "The Prince and the Showgirl," starring Marilyn Monroe and Laurence Olivier, will have its world premiere at Radio City Music Hall in June for the benefit of the Free Milk Fund for Babies, Inc. The Milk Fund, of which Mrs. William Randolph Hearst in founder and president, has reserved the entire first mezzanine for the 9 P.M. performance on opening day.

Say USIA Funds Went To Entertainment 'Flop'

From THE DAILY Bureau

WASHINGTON, April 9.—The U.S. Information Agency indicated it had paid $100,000 to help out a major U. S. film producer who had made an anti-Communist entertainment film that had flopped in this country.

This was revealed in testimony before a House Appropriations Subcommittee. Details of the deal, however, were cloaked in repeated "off the record" references in the hearings. The entire transaction was sharply criticized by subcommittee chairman Rooney (D., N. Y.).

Film chief Turner Shelton assured Rooney that this was the only instance he knew of where the U.S.I.A. had paid money to help out with a regular theatrical film being shown in American theatres. The deal took place in 1952 or 1953, he said.

Shelton explained he wanted the discussion off the record because the film was still being distributed in some foreign countries, and the U.S.I.A. does not want the government's connection with it known.

Says German Producers Aim at U. S. Market

German film producers today are making an effort to produce pictures that will have greater appeal to the American market, according to Gyula Trebitsch, production chief and co-owner of Real-Film of Hamburg. Speaking at a trade press conference yesterday, he said German producers cannot compete with American-type films such as spectacles and musicals and that German films should have a "face of their own."

He said stories that have problems and conflicts similar to those in the U.S. are Germany's best method of reaching the American public. Only 18 German-language theatres are showing films today and German producers are hoping to invade the art theatre market here. He also said the German industry is planning film festival weeks in New York either in the fall of 1957 or spring of next year.

Levine Is Host

(Continued from page 1)

RKO Radio. Levine told the group that Embassy has now completed 12 saturation campaigns in New England.

Hy Fine, of New England Theatres was master of ceremonies. Speakers included Edward W. Lider, Samuel Pinanski, Michael Redstone, Martin Mullin, Nat Levy, Budd Rogers, James Nicholson president, and Sam Arkoff, vice-president of A. I., and Norman Knight, executive vice-president of the Yankee Network.

Jersey Allied

(Continued from page 1)

to turn the matter over to the Allied States Emergency Defense Committee for action at its meeting in May in Detroit.

The ATONJ also appointed a four-man nominating committee — Lou Martin, Pete Adams, John Fioradanti, and Wilfred Smith—to prepare a slate of officers for ATONJ for next year. The committee will report to the membership at a June outdoor cook-out, Stern said. Smith, Lou Gold and William Infald will prepare the unit for this meeting, he said.

COMPO Discussed

The meeting also discussed the progress which is being made in Allied's rejoining Council of Motion Picture Organizations; the effect of television on business, and heard a report on arbitration from Julius M. Gordon, president of Allied.

ATONJ also appointed a committee comprised of Stern, Wilbur Snaper and Irving Dollinger to study the unit's questionnaire on New Jersey theatre operations.

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Endorse Plan

(*Continued from page 1*)

luncheon meetings in other areas throughout the country is being sought with the aim of possibly obtaining national support. Arthur Lockwood of Boston and Jay Emanuel of Philadelphia agreed to arrange meetings for their cities.

Details of the financing plan were not disclosed, nor was the identity of producing-distributing organizations that might participate. Unconfirmed reports were that the plan embraced both cash subscriptions for production financing and guaranteed playing time such as that contemplated in the recent but unsuccessful Makelim Plan.

DCA Officials Attend

Officials of D.C.A. attended the meeting, giving rise to reports that that company might be under consideration for a production-distribution role in the plan.

Rank of America

(*Continued from page 1*)

and selling aimed at effecting a sales program for RFD's releases for 1957. Product was screened during the past week in New York for the Rank district and branch managers.

During the meetings a special session will be taken up with advertising, publicity and exploitation with discussions to be headed by Geoffrey Martin, advertising, publicity and exploitation director, assisted by Steve Edwards, advertising and publicity manager, and Leo Pillot, exploitation manager. Norman Poller of the publicity department will also attend the sessions.

Says 'Acre' Film Will Be Done in 'Good Taste'

Erskine Caldwell, who wrote "Gods' Little Acre," introduced himself to trade and news writers yesterday at luncheon in the Plaza, and told them he would like to assume censorship doesn't exist, and that he and partners Anthony Mann, Sydney Harmon, and United Artists will make a picture from his book realistic but in good taste. "We are not trying to do anything that is not in our mode of living," he said.

He added he previously refused picture offers because in "the old days a studio bought your story, could do anything it wanted with it, and all it left you with was a little money."

20-Year-Old Level

He feels entertainment is more advanced than 20 years ago, and probably has come from a ten to a 20 year old level. He declared there always have been books people disliked and they probably wouldn't like pictures made from such books.

Asked whether he would approve an adults-only warning in theatres, he averred this was the advertising department's proposition, and he is not an advertising nor a motion picture man.—*F. S.*

Schary Plans to Write, Produce Play, Film on Franklin Roosevelt

By FLOYD STONE

Dore Schary is writing and will produce a play and probably make a picture about Franklin D. Roosevelt, he told newsmen whom he called to his Ritz Towers suite yesterday morning.

It will be "Sunrise at Campobello"; he has the Roosevelt family's approval, and he and the Theatre Guild hope to open it in New York on the late president's birthday, January 30, 1958. He said he expects the family will give him facts historically interesting and entertaining and till now unknown.

The story tells of Roosevelt's life primarily from 1921 through 1924, when polio struck him from public life, he battled it, recovered through willpower and character and reentered public life.

Sees 'Political Tract' Unsuitable

It will not be a political tract, Schary promised. He doesn't feel that suitable now.

Newsmen questioned him about his suddenly shortened career at M-G-M and about the article on Hollywood in the current "Reporter" magazine.

He confirmed officers and directors of the company criticized his Democratic campaign activities, but he bebelieves these were only superficial reasons for leaving.

His 29-minute, $45,000 short subject, "The Pursuit of Happiness," which he made for the Democrats, he was at pains to point out, in every detail from use of a projectionist to the purchase of film, was done outside the studio and didn't cost it a cent.

Likes 'Working for a Cause'

He said he didn't play golf or cards, and enjoyed writing, speaking, working for a cause, and the motion picture industry of which he is a part and which he hopes to reenter possibly this fall, with picture activity in addition to the Roosevelt effort.

He leaves April 18 for Israel and Europe, as writer for the Los Angeles Mirror News syndicate.

He said he was told in November his M-G-M difficulties were insoluble, and left his desk Dec. 31. He took $150,000 down and has $850,000 coming over eight and one-half years.

He is a consultant and if M-G-M needs him it is entitled to call on him. He added they haven't, and probably have been busy on other matters.

Industry Has "Matured," Not "Reformed," Schary Says

Dore Schary disagrees with Robert Ardrey's contention in an earlier issue of "The Reporter" that Hollywood lost its adult audiences when it reformed and turned away from old-fashioned wickedness. Writing in the current issue of "The Reporter" under the title "Hollywood: Fade Out, Fade In," Schary contends that Hollywood has not reformed, it "has grown up."

Pictures made in the last decade, he believes, will outwear those made in the 1920s. Television he believes to be responsible for most of the industry's recent transformations, together with the postwar changes in public leisure and recreation tastes, and the economic necessities which gave rise to the vastly expanded system of independent production.

Decries Sales to TV

Schary attributes the sale of film backlogs to TV to studios "panicky over the changing economy," and says he believes outright sales to TV is a shortsighted policy, for television as well as motion pictures.

But Schary predicts the industry will survive and prosper. New executives and new talents will combine with new attitudes on the part of studio heads to bring about improvements in production. Electronic developments, introduced in stages, will modernize methods. An industry school may provide future manpower. Streamlining distribution and enlivening exhibition also may help ensure the future, Schary says.

Seven Regional Bows For 'Boy' This Week

Vice - President Richard Nixon, Greek ambassador George Melas, governor Goodwin J. Knight of California and Governor George Leader of Pennsylvania will be among the thousands of dignitaries attending this week's series of seven key city charity premieres of 20th Century-Fox's "Boy on a Dolphin" for the American-Sponsored Schools in Greece.

The CinemaScope production debuts today in Boston, Pittsburgh, Chicago, Cleveland and Cincinnati. Tomorrow night, the picture will open in San Francisco and Washington, D. C. The regional premieres are in addition to tonight's special New York Roxy showing of the picture for the Queen's Fund for Greek Orphans.

Adults-Only Ordinance Studied in Milwaukee

MILWAUKEE, April 9 — A proposed ordinance which would limit certain motion pictures to adult audiences has been submitted by the common council license committee to the members of the motion picture committee, who will study the proposal with the city attorney.

The consideration of the proposal followed a protest against its provisions by a group of Milwaukee exhibitors, headed by Ben Marcus, who pointed out that the ordinance would involve so many intangibles that its enforcement would be virtually impossible.

Valentine Wells, head of the motion picture commissioners, has voiced support of the ordinance.

. . . NEWS ROUNDUP

To Honor Five Films

The Federation of Motion Picture Councils, Inc., has selected five films, one unreleased, to be honored at its annual conference tomorrow and Friday at the Henry Hudson Hotel here. The selection is based on preview reports received by the awards committee from the member councils in the major cities of the United States. The films include "Around the World in 80 Days," "Friendly Persuasion," "Giant," "The Ten Commandments" and the unreleased "Boy on a Dolphin."

■

'Face' in 152 Theatres

Paramount's "Funny Face," currently showing at New York's Radio City Music Hall and Salt Lake City's Utah Theatre, has been booked in approximately 152 situations around the country Easter Week. The picture took in a gross of $100,000 in the first four days of its second week in New York and $5,900 at the Utah in its first three days.

■

Three Win in UA Contest

United Artists' sponsorship of art competitions and scholarships at Pratt Institute has been launched with the award of cash prizes to three students for their interpretations of Hecht, Hill and Lancaster's "The Bachelor Party." Prizes were won by Nelson Davis, Wallace Littman and Eugene Zvara.

■

Shaw and Brown Named

Harry F. Shaw, division manager, and Lou Brown, advertising-publicity chief, of Loew's Poli-New England Theatres, have been named decorations co-chairmen for the annual Gold Medal Awards dinner of the New Haven (Conn.) Advertising Club.

■

Boyd Fry on Leave

Boyd Fry, with the Loew's circuit for 27 years and presently manager of the Grand Theatre, Atlanta, has been granted an eight-week leave of absence for extended vacation. Howard Rutherford will fill his post in the interim.

Cleveland Meet Set

CLEVELAND, April 9—The Salesmen's Club of Cleveland will hold its first social affair since the installation of new officers, on Sunday, May 5, in the Variety Club Rooms of the Tudor Arms Hotel. Jim Levitt is entertainment chairman. The new president is Irving Marcus of National Screen Service.

WONDER WHAT AVA IS THINKING ABOUT?

She's the best-dressed girl on a desert island. In fact she's the only girl on the island. She has to choose between two love-starved men shipwrecked with her. Poor Ava, lost all her clothes. Lucky she looks so good in grass in M-G-M's "THE LITTLE HUT." For fun and female allure this is box-office for sure!

M-G-M Presents

AVA GARDNER
STEWART GRANGER
DAVID NIVEN

in

"THE LITTLE HUT"

Introducing **WALTER CHIARI**
Screen Play by **F. HUGH HERBERT**
Based on the Play by ANDRÉ ROUSSIN • English Stage Adaptation by NANCY MITFORD
Photographed in **EASTMAN COLOR**
A HERBSON S. A. PRODUCTION
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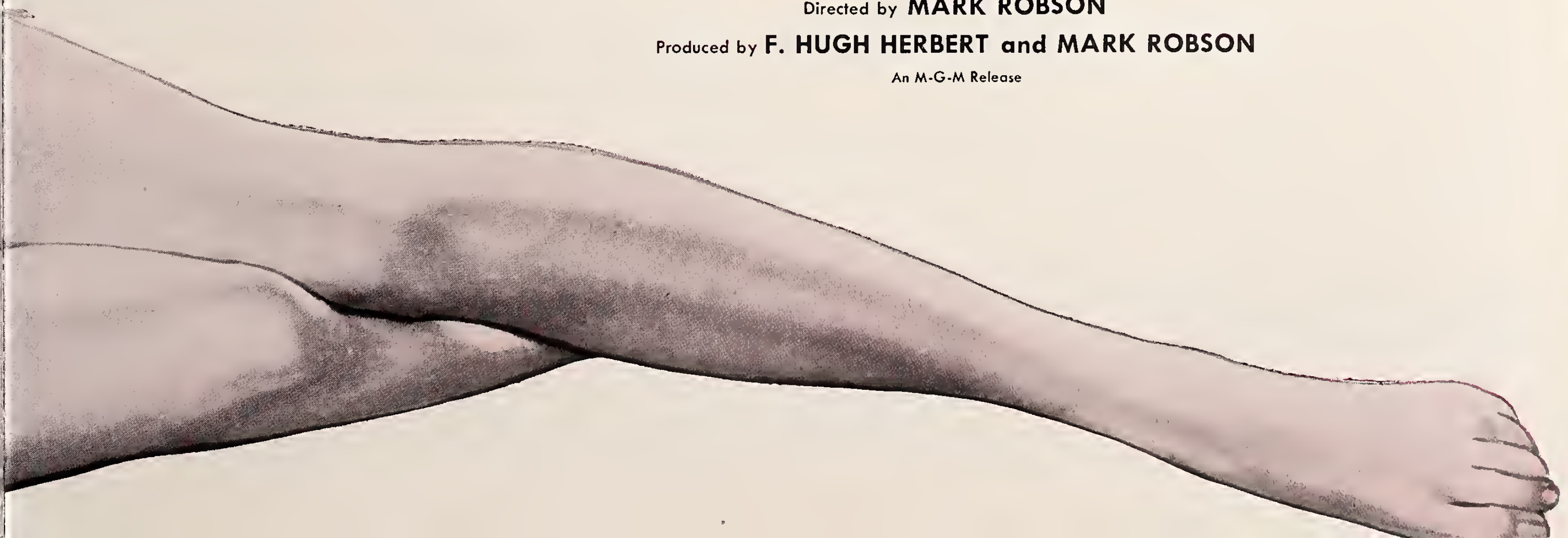
Produced by **F. HUGH HERBERT and MARK ROBSON**
An M-G-M Release



Television Today

Ask TV Rating Units To Explain Methods

WASHINGTON, April 9 – Senate Commerce Committee chairman Magnuson (D., Wash.) said he has asked major television program rating services to explain their methods of operating.

The committee is continuing its broad study of the television industry. Magnuson said "a number of inquiries or complaints" had been received about the rating methods, and had prompted his query.

CBS-TV Promotes Two In Engineering Division

A. B. Chamberlain, chief engineer of CBS Television, has been named director of engineering, it was announced by William B. Lodge, vice-president in charge of station relations and engineering.

Additionally, Lodge disclosed that Howard A. Chinn, formerly chief engineer, audio-video division, has assumed the new title of chief engineer, CBS Television.

CBS Discount Plan Brings $250,000 Sales

"The Six Star Plan," new discount structure set up by CBS Television Film Sales, Inc., to encourage stations to go into package programming, has resulted in sales of over $250,000 since its inception less than six weeks ago, Thomas Moore, general sales manager of the film company, has announced.

The plan, announced at the company's sales clinic in February, allows for discounts up to 50 per cent based on the number of half-hours per week that a station programs CBS film programs. The maximum number of half-hours needed for full discount are six per week, and the discount applies after all re-run discounts have been taken.

Tillstrom in ASCAP

Burr Tillstrom of Chicago has been elected to membership in the American Society of Composers, Authors and Publishers, Paul Cunningham, ASCAP's president has announced. Tillstrom is creator of the Kukla and Ollie puppets seen on Kukla, Fran and Ollie."

One Man's TViews

By Pinky Herman

HAVING successfully established "Today," as one of the brightest eye-openers in TV, newswise, unusually timely features and soft music, producer Jac Hein appears well on the way towards adding another important seg to the NBClever Dave Garroway TVehicle with his deft handling of current sports news. Look for a wide awake sponsor to latch onto this new popular feature. . . . ABC (Always Be Confident) TVeep Oliver Treyz, at a meeting of ABC Affiliates and members of the FCC quoted a McCann-Erickson estimate "seeing a national TV advertising budget rise to 2.5 billions by 1960." Treyz added that his net aimed to get one-third of the network half of TV ad investments." . . . Rita L. Garner, formerly sales promotion director at WMGM has joined Associated Artists Prod. as ass't to Jay H. Smolin, advertising and promotion director. . . . Turn about is fair play. On next Tuesday's Entertainment "Press Conference" program TVia WABD (8:30 P.M.). Mike Wallace will be interviewed by a panel of three consisting of Al ("Great Man") Morgan, Mary Margaret McBride and Jimmy Cannon, each of whom was recently interviewed by Mike on his own "Night Beat." . . . Sid Dubroff, veep at Spotlight Promotions, flies to Europe April 18 on a talent quest for Walt Framer Productions. Associate Producer Joe Gottlieb moves over from "CBStrike It Rich" to similar chores for "The Big Payoff," with Sid Tamber succeeding.

Jac Hein

☆ ☆ ☆

Ace tunesmith Bob Russell, in from Hollywood to set up production plans for a new Broadway musical based on a best seller, for which he's acquired the legit rights. Bob only wrote "Brazil," "Time Was," "Ballerina," "Don't Get Around Much Anymore," "Would I Love You," "Frenesi," among others. . . . Dine & Kalmus have set up a two-way phone hook-up linking the Hunt Room of Club 21 with the Seattle (Wash.) Air Club today at 4:00 P.M. when Pat Weaver will announce his new project and will answer questions of newshawks here.

Stellings Asks More Top Films

(*Continued from page* 1)

June and it is hurting the business," Stellings said. He said TOA, in behalf of its membership, may ask the companies to take some of their top films currently on the shelf and scheduled for summer release, and put them into release at present.

Business in January was the best exhibition has enjoyed in many months, and it held up in February in a number of parts of the country, according to the TOA head. "However, in March, business dropped because top pictures weren't available," he said. Stellings explained that in the first two months of 1957 there were at least two top "A" pictures available from most of the companies. "We need more than two per month —but two is better than none."

Survey on Wired-TV

Stellings also said his exhibitor association is currently polling its membership on their viewpoints on wire subscription television. He said that a resume of this survey will be complete later this week. "I am still opposed to wire or toll television—they are the same, as both propose to siphon off top first run produc from theatres," he said.

Stellings said that if wire subscription television was definitely established, it would cause a great produc shortage and would also result "in a avalanche of law suits" due to clea ance problems.

Stellings also said TOA is still continuing its search for an executiv director. "We are considering a ne candidate now," he said, adding tha the procurement of a public relation advisor is dependent on the fillin of the executive directorship.

Sweepstakes 'Partial Success'

Commenting on the business building program, he said that the Academy Awards Sweepstakes "was partial success." He explained tha there wasn't enough time to reall get the program rolling and that nex year it will be better. Stellings als reported his business building financing plan—a levy on film rentals—ha been favorably received by all TO members. He said that Julius M Gordon, president of Allied States Association, has also indicated approval

TOA Inviting Foreign Exhibitors to Miami

Foreign exhibitors will be extended invitations to attend the 1957 annual meeting of Theatre Owners of America to be held in Miami Beach next November, according to president Ernest G. Stellings and Walter Reade, Jr., chairman of the TOA foreign film committee.

Reade said he plans to attend the Cannes Film Festival in France next month, but thus far it has not been determined whether he will represent TOA at the annual event

He said that TOA has already been in correspondence with foreign theatremen in Italy about the U. S. exhibitor groups convention. Reade also said he may extend some invitations while he is in Europe

High Tribute to AA

(*Continued from page* 1)

Southern division sales manager, to launch a 10-day tour of exchange centers by Parsons and Burrows and John C. Flinn, the company's director of advertising and publicity, setting up plans for the release of "Dragoon Wells Massacre" and covering other Parsons-Burrows productions in current release.

O'Donnell urged all theatre men of Texas to support Allied Artists and particularly to allocate full playing time to its secondary product. He paid high tribute to Broidy as an industry figure and as an individual for his efforts on behalf of many worthy causes.

Broidy, replying, revealed the financial picture of "Friendly Persuasion" from the Allied Artists viewpoint. He listed a total negative cost of $3,400,000, plus prints and advertising costing $1,100,000. "The present estimated domestic gross not including Canada, will be between 4½ and five million dollars," he said, depending on the success of the picture in drive-in dates coming up around the country."

In closing Broidy stated, "the confidence Allied Artists has in our upcoming product is reflected in the appropriation we have made of $3,500,000 for the advertising, exploitation and publicity of pictures to be released up to the end of the year."

Independents

(*Continued from page* 1)

talks have been set for May 15 i New York.

Julius M. Gordon, Allied president and Ernest G. Stellings, TOA president, in a letter to the three independent exhibitors groups, state:

"Today, at the Harvard Club there was a very pleasant meeting between Allied, TOA, and distributo representatives, looking forward to discussion of industry arbitration.

"A tentative meeting has been set up between these groups for New York on May 13th. It was suggested that your organization might like to be represented at such a conference.

"If you care to attend will you please notify Mr. Abe Montague, chairman of the distributor's committee, and the undersigned."

Taylor Joins Astaire

Hatton Taylor, former district sales executive for RKO Radio, has been named special sales representative in the U. S. and Canada for Fred Astaire Dance Studios.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 81, NO. 70 · NEW YORK, U.S.A., THURSDAY, APRIL 11, 1957 TEN CENTS

EDITORIAL

Welcoming the New U.S. Rank Company

By Sherwin Kane

RANK Film Distributors of America, in convention for the first time before offering its initial releases to American exhibitors, seems from every viewpoint to be making a well planned beginning.

In the space of only a few months, Kenneth Hargreaves, president of the new company, and Geoffrey Martin, its advertising-publicity head, have developed a solid, national sales and merchandising organization whose members are men of proven ability, well and favorably known throughout he industry.

They will bring to their new work all the experience, enthusiasm and know-how that they have accumulated in their years of association with leading American distributors.

•

Moreover, with exhibitors throughout the country still determinedly encouraging new sources of product in order to relieve the shortage which persists, RFDA's sales representatives will receive a friendly hearing in every theatre office at which they pause.

Witness this week's enthusiastic gathering in New York of 100 metropolitan area exhibitors intent upon dvancing their own plan to finance dditional production.

This, with many prior manifestations of exhibitor desire to encourage new sources of film supply, leaves no doubt that any superficial reasons which in the past may have kept an xhibitor from giving genuine consideration to the booking of British films, will now be swept aside.

•

If the product can be sold to the American public, American exhibitors will be quick to recognize that fact nd to cooperate wholeheartedly with he Rank sales and merchandising organizations here in doing it.

So the time is auspicious for RFDA.

If the product has merit and is properly presented to the exhibitor, through his trade press, naturally,) there should be no doubt about the reception awaiting it.

Motion Picture Daily joins with those many others in the industry who wish the new company and its men good luck and a bright future.

Cable, Toll TV Systems Could Bring Doom to Film Theatres: Stellings

Exhibitors should adopt "a watchful poliey" in the cable theatre subscription television issue, Ernest G. Stellings, president of Theatre Owners of America, declares in a report compiled following a membership survey on the cable theatre issue. Theatremen should "not be panicked nor should they be left out in the cold," he stated.

Stellings said that "cable theatre" and toll-TV are the same basic idea and that if either becomes successful on a wide basis, "motion picture theatres may well be doomed." Citing the interest in the forthcoming cable theatre test in Bartlesville, Okla., by

(*Continued on page* 2)

Says Rank in U. S. to Stay

K. Hargreaves

"British films compete on equal terms with comparable Hollywood films in every market of the world except in the United States," Kenneth Hargreaves, president of Rank Film Distributors of America, told the company's first sales conference yesterday at the Park Sheraton Hotel here.

He pointed out that the company is here to adjust the situation and that he has faith in the success of the new organization. He added that the operation of the company will not be a short-term enterprise and "given any luck the organization is here to stay and succeed."

He told the group that the pattern for Rank is "a two-pronged job"—to

(*Continued on page* 6)

See Pay TV Decision Finally Up to Congress

From THE DAILY Bureau

CHICAGO, April 10.—One of the highlights on the convention agenda this week of the National Association of Radio and Television Broadcasters was today's panel discussion on pay television in which Federal Communi-

(*Continued on page* 6)

New M. P. Daily Column Of Comment Starts Soon

Starting next week in MOTION PICTURE DAILY, Tradewise, a new department of comment by Onlooker. It will appear several times weekly. Watch for it.

REVIEW:

BOY ON A DOLPHIN

20th Century-Fox—CinemaScope

Stories about a search for hidden treasure have been the basis for many an adventure film before, but it has been a long time since one has been given the kind of plush production values that 20th Century-Fox has expended on "Boy on a Dolphin." To begin with, it has box-office stalwarts Alan Ladd and Clifton Webb pitted against each other in a contest to be the first to recover an ancient golden statue from the bottom of the Aegean Sea. In the second place, it introduces sultry Sophia Loren, the Italian actress, to general American audiences; and she certainly lives up to the fabulous job of publicity that has already made her name (and figure) famous throughout the world.

But, best of all, Fox has filmed this diverting picture on the spot in

(*Continued on page* 6)

Study Financing

16 Pictures Readied in Exhibitor Plan

Eastern Unit to Distribute Its Product Through DCA

By LESTER DINOFF

Max A. Cohen, president of Cinema Circuit and one of a group of Eastern theatremen sponsoring a new exhibitor motion picture financing program, said here yesterday that "16 pictures are ready to move, once the program receives adequate financing."

The distribution of the independently produced product—to be made in Hollywood, New York and Europe by American producers and "with recognized talents"—will be handled by Distributors Corporation of America, which is headed by Fred Schwartz, he said.

The veteran exhibitor, and Samuel

(*Continued on page* 2)

20th-Fox Will Complete Two Selznick Features

By SAMUEL D. BERNS

HOLLYWOOD, April 10—David O. Selznick, leaving tonight for Italy with his wife, Jennifer Jones, where she will resume her starring role in "A Farewell to Arms," told the press today he will prepare his

(*Continued on page* 2)

Greek Orphans Aided By 'Dolphin' Premiere

The Queen's Fund for Greek Orphans, under the presidency of Mrs. Spyros P. Skouras, benefitted last night from the world premiere of "Boy on a Dolphin," held at the Roxy Theatre here. The lobby ceremonies

(*Continued on page* 2)

Television Today Page 6

PERSONAL MENTION

ERIC JOHNSTON, president of Motion Picture Export Association, and G. GRIFFITH JOHNSON and RALPH D. HETZEL, Jr., vice-presidents, will leave here today for Italy.

•

E. K. O'SHEA, vice-president of Magna Theatres Corp. in charge of exhibition, has returned to his office fully recovered after four weeks absence for an eye operation at the Medical Center Eye Institute here.

•

DAVID GOLDING, advertising-publicity vice-president of Hecht-Hill-Lancaster, returned to Hollywood by plane last night from New York.

•

ROGER H. LEWIS, United Artists national director of advertising-publicity, will leave here tomorrow for Paris on the first leg of a three-week tour of Europe.

•

SEYMOUR BROND, manager of Loew's National Theatre, Bronx, has been transferred to Loew's Mt. Vernon Theatre, while HOWARD LEVY, of the Mt. Vernon, has been switched to the National.

•

SID HYAMS, managing director of Eros Films, Ltd., London, will arrive in New York today from England via B.O.A.C.

Johnston Speaks Today At FMPC Conference

Eric Johnston, president of the Motion Picture Association of America, will be a principal speaker today at the opening of the third annual conference of the Federation of Motion Picture Councils, which opens at the Henry Hudson Hotel here today.

Arthur H. DeBra, director of community relations for the MPAA, and other industry officials will attend the conference.

This evening, the Federation will present awards to "The Ten Commandments," "Giant," "Around the World in 80 Days" and "Friendly Persuasion." Michael Todd will also speak at the presentation ceremonies.

Tomorrow Si Seadler of M-G-M and Robert Coyne of the Council of Motion Picture Organizatons will discuss the industry business building program. Later, Milton Schappe, president of Jerrold Electronics Corp., will discuss the future of films and television.

Alex Harrison, general sales manager for 20th Century-Fox, will address the meeting in the evening.

Exhibitor Plan Has 16 Ready

(Continued from page 1)

Rinzler, Wilbur Snaper, Emanuel Frisch and Maury Miller, who are also sponsors of the program, were hosts at a luncheon Tuesday for some 100 metropolitan New York exhibitors "who endorsed the production plan 100 per cent and who also pledged subscriptions."

Cohen said the plan provides for each theatre to put up a certain sum of money, like a stock investment. He declined to say what would be needed from each theatre as a minimum investment or how much is needed to get the production plan rolling financially. He did reveal that "it is my hope that at least 5,000 theatres throughout the country join in the program."

At Work for Six Months

The head of the Cinema Circuit pointed out that he and his associates have been working on the program for the past six months. "All exhibitors participated in the thinking and development," Cohen said, adding that talks were held with a number of independent producers who expressed interest in joining with the exhibitors. He said these producers have 16 films "ready to move" once the program is definitely rolling.

Cohen said that exhibitor meetings on the financing plan will be held in all 33 exchange cities.

"The major producers have it tough to make films in Hollywood. With our program, it may encourage them to make more product," he stated. Exhibitor investment in the plan, he added, is "like buying an insurance policy to stay in business. It is time for us to do something about the shortage of pictures and the Wall Street interests who are out only for money," Cohen declared.

The exhibitor said that representatives of the large national circuits were in attendance at last Wednesday's meeting during which the plan was outlined and they "gave us their blessing. They went back to their offices for conferences with attorneys on joining in with us." Cohen said the circuits are governed by the Consent Decree.

Say $500,000 Pledged

Meanwhile, it was reported here yesterday that New York exchange area exhibitors have pledged $500,000 towards support of the plan. According to an exhibitor, the minimum investment for a stock subscription would be $250.

It was also pointed out that the plan does not guarantee an exhibitor first exhibition rights on his investment such as that contemplated in the recent but unsuccessful Makelim Plan. Similarity, however, was drawn with the Exhibitors Financial Group, the Theatre Owners of America-sponsored film financing plan, which also failed.

Fox-Selznick

(Continued from page 1)

"Tender Is the Night" and "Mary Magdalene" as two "packages," both starring Miss Jones, to be turned over to 20th-Fox for completion. He said he would put packages into shape this summer, with stars, directors, screenplay, costuming, etc., completing 50 per cent of production requirements before turning them over to the studio.

This move, Selznick said, was made at the suggestion of Spyros P. Skouras, president of 20th Century-Fox, to obtain a greater flow of production, at same time permitting Selznick to develop a Broadway musical version of "Gone with the Wind," titled "Scarlett O'Hara."

The producer, who explained the mutual agreement for John Huston's withdrawal as director of "A Farewell to Arms," since replaced by Charles Vidor, said the film will be completed by mid-June, and expressed the hope for a Thanksgiving release, "certainly by Christmas."

He also disclosed he has obtained TV rights to all his old films, and plans to produce some as spectaculars.

Goldwyn Appeal Heard In San Francisco Court

Special to THE DAILY

SAN FRANCISCO, April 10 — Arguments were heard here today before the U. S. Ninth Circuit Court of Appeals on Samuel Goldwyn's writ of mandamus action to include 20 films in his anti-trust suit against Fox West Coast Theatres. National Theatres and other distributors.

Regardless of the outcome, counsel for both factions made it plain that this phase of the long-drawn-out litigation, filed in 1950, is headed straight for the U. S. Supreme Court. Whichever side loses is determined to appeal to the high tribunal.

Goldwyn listed 27 films in his original complaint. All but seven were excluded from trial consideration by U. S. Judge Edward P. Murphy on statute of limitations grounds.

Greek Orphans

(Continued from page 1)

were enlivened by a 10-man Greek band in native costume. A distinguished audience attended.

"Boy" will open its regular run at the Roxy on April 19, following "Heaven Knows, Mr. Allison."

Cable, Toll TV

(Continued from page 1)

Video Independent Theatres, which operates all three theatres in the town, Stellings said that "there is no competitive factor to consider, no bidding, no clearance, and no availability problems. In competitive situations, the fight for availabilities, runs and clearances could blow the entire industry to bits and brings abou thousands of law suits by or agains whoever might want to install cable theatres. It has been estimated tha at the present time, there is a backlog of anti-trust legislation of $398,000,000."

Sharing Agreement Possible

In competitive situations, it is conceivable that a sharing agreemen could be worked out among exhibitors and this would, of course, reduc potential profits materially, the TOA head said.

Stellings also commented upon th awarding of cable theatre franchise and the legal question involved.

Exhibitor installation of the cabl and toll system for the presentatio of first run movies will be a complet reversal of the industry's position an is tantamount to saying that 'it i all right if we control it, but it i all wrong if anybody else uses it,' Stellings reported.

Points to 'Several Systems'

"Exhibitors for years have bee concerned with unfair competitio from 16mm films and now severa systems are being offered which coul be more powerful competition," h said. "Each exhibitor should carefully analyse the problem for himself.

Cancel MPA Board Mee On Business Building

The special board of directors meeting of the Motion Picture Associatio of America scheduled for this mornin to discuss the business building pro gram and its financing has been can celled, according to the MPAA.

The meeting will take place at later date, it was said. The reason fo cancellation was said to be because o the unavailability of certain MPA directors, among them Spyros P. Skouras, 20th Century-Fox president, wh left here late yesterday for conference at the company's Hollywood studio.

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Call U.K. Tax Cut Too Small

By PETER BURNUP

LONDON, April 10.—The General Council of the Cinematograph Exhibitors Association today expressed in telegrams to the Prime Minister and the Chancellor of the Exchequer their disappointment at "the harsh discrimination against cinemas" in the entertainment tax provisions of the new budget.

The new levy, announced Tuesday in the House of Commons, eliminates the ticket tax for legitimate theatres and reduces it slightly for cinemas by setting the tax at one-half the amount by which the ticket price exceeds eleven pence.

'Totally Inadequate'

The telegrams called the reduction "totally inadequate" and deplored the "fact that the film industry is the victim of grave discrimination as the only section of the entertainment business now subjected to an entertainment tax." They added that "the ignoring of the industry's special proposals directed toward the salvation of smaller cinemas is particularly regretted."

In spite of the general disappointment, cooler heads urged that the industry should regard the present concession as the first step towards complete tax relief. Sir Philip Jarter of ABPC said he welcomed particularly the opportunity which the new tax scale offers of greater flexibility in fixing seat prices.

Todd Host at Harvard

BOSTON, April 10.—Mike Todd, producer, in town for the premiere of "Around the World in 80 Days" tonight for the benefit of the New England Baptist Hospital Fund, entertained at a luncheon for 130 people this noon and spoke before the New Enterprises Club of the Harvard Business School this afternoon. His subject was "How the Principles of Show Business Can Be Used in General Business," with a question-and-answer period following.

Morris Koffsky, 49

ALBANY, April 10 — Funeral services have been held here for Morris Koffsky, 49, one-time manager of the Madison Theatre in Albany, and earlier of the Lyric in Waterford, who died Saturday at Albany Hospital after a brief illness. Koffsky, who had recently been an attorney with the New York State Department of Law, was born in Winnipeg, Manitoba, Canada. Surviving are his wife, two sons and a sister.

'Face' Gets $168,000

Paramount's "Funny Face" achieved a $168,000 gross for its second week, ended yesterday at the Radio City Music Hall here. The figure topped the first week gross by 1,000.

Tally Shows Theatres Liked Sweepstakes Three-to-One

Theatres participating in the Academy Award Sweepstakes have voted three to one that the contest was a success and should be continued, the Council of Motion Picture Organizations said yesterday in releasing a final report on results of the campaign. "Even many of those theatres that reported it was not successful indicated they considered it an excellent promotion which should be repeated as an annual event," COMPO said.

The report, which covers 20 pages, is being mailed to the officers and executive committee of COMPO, all member organizations and members of the Motion Picture Association's advertising and publicity directors committee. It traces the history of the project, gives highlights of some of the successful promotions and points up the excellent newspaper cooperation in several key cities.

The report also includes several recommendations for future contests made by participating exhibitors. They suggested that more time be allowed for promotion; that categories on the entry blank be fewer; that something be done so that only pictures which have been generally released will be listed for consideration; and that national prizes of considerable value be offered to supplement local prizes promoted by theatres.

Many Circuits Enthusiastic

"Like all promotions," says the COMPO report, "The Sweepstakes was a great success in some areas and a failure in others." Reporting enthusiastically on the success of the project were Balaban & Katz in Chicago, Interstate and other circuits in Texas, and theatres in Washington, D. C., Cincinnati, Atlanta, Nashville, and New Orleans.

On the other hand, according to COMPO, Richmond, Va., "was disappointed, and some of the circuits, notably Fox West Coast, Fox Inter-Mountain and Fox Midwest did not participate at all. Exchange territories where relatively few theatres participated were Los Angeles, San Francisco, Portland, Salt Lake City, Denver, Minneapolis, Des Moines, New Haven Philadelphia and Oklahoma City. Only a few theatres participated in New Jersey. For the most part theatres of other national circuits—Loew's, Stanley Warner and RKO—participated only when other theatres in their localities also took part."

Sweepstakes prizes set up by participating theatres ran to an estimated dollar value of $250,000, according to the COMPO report. They ranged from automobiles in Chicago and Boston to theatre passes given by exhibitors in small towns.

Promotional Sums Listed

Figures compiled by COMPO, indicate that small theatres spent on an average of $30 to promote the contest, most of this being for accessories. (This expense was exclusive of prizes.) The average expenditure for larger theatres was from $100 to $150. In all, it is estimated theatres spent between $75,000 and $80,000 to promote the Sweepstakes.

Accessories distributed by National Screen were almost unanimously approved by exhibitors, COMPO pointed out.

From a publicity standpoint, COMPO said, the Sweepstakes was especially successful with 37 newspapers, representing a combined circulation of well over 5,500,000 daily, sponsoring the contest. No exact estimate of the dollar value of the editorial space can be estimated, COMPO observed, but "since 28 cities reported a total of $116,421 as the value of strictly advertising space devoted free to the contest by newspapers, it can be seen that the dollar value of the Sweepstakes newspaper publicity was enormous."

UA and MPAA at Odds Over 'Bachelor' Ads

United Artists and the Motion Picture Association of America have come to odds over the advertising copy and stills being used for "The Bachelor Party." Max E. Youngstein, vice-president of UA, has notified Ralph Hetzel, vice-president of the MPAA, that UA intends to go ahead with its ads on the film despite MPAA rejections and request for revision, a UA spokesman said.

Dorothy Sebastian, 51

HOLLYWOOD, April 10.—Dorothy Sebastian, a star of the silent movies and the former wife of William (Hopalong Cassidy) Boyd, died here Monday after a long illness. She was 51 years old. One of her last pictures was "They Never Come Back," with Regis Toomey, in 1932.

Kelleher Sells Hartford Theatre; Moving to Fla.

HARTFORD, April 10—The Hartford Federal Savings and Loan Assn. has acquired the 700-seat Princess Theatre, downtown, subsequent-run house, from industry pioneer Martin H. Kelleher, for an undisclosed sum. The banking firm will use the property for expansion purposes.

Kelleher is a half-century veteran of show business. He began as operator of the Torrington Theatre, Torrington, Conn., in 1908, and partnered with I. J. Hoffman in downtown Hartford theatre interests. At one time, he served as Connecticut branch manager for First National Pictures and later United Artists.

He worked for Louis B. Mayer (later to serve as M-G-M Studio chief) in distribution of United World Films in New England prior to World War I. Kelleher is moving to Florida.

. . . NEWS ROUNDUP

Award for COMPO

The American Heritage Foundation has selected COMPO to receive a major American Heritage Foundation Award in appreciation of its "outstanding public service in the 1956 non-partisan register, inform yourself and vote program." The award is a 12-by-18 inch reproduction of the illustration, "George Washington the Soldier" by the artist, Arthur Szyk, and carries the Foundation's citation of appreciation.

◆

'Ad Libs' Aid '12 Men'

A series of 53 "ad libs," statements voiced extemporaneously by prominent radio personalities in praise of Orlon-Nova's "12 Angry Men," will be aired on 14 major programs broadcast by four New York stations, it was disclosed yesterday by United Artists, distributor. The shows will be on WRCA, WOR, WNEW and WMGM.

◆

Authors League to Meet

A national assembly of authors and dramatists will be held here under the auspices of the Authors League of America May 6-8 at the Biltmore Hotel. It is the first convention in the 45-year history of the League. Co-chairmen of the assembly committee are Russell Crouse and Rex Stout.

◆

Drive for Dual Opens

An 80-theatre saturation campaign for "Kronos" and "She Devil," 20th Century-Fox's science-fiction combination package in Regalscope, will open today in the Albany-Buffalo exchange area. Radio, television and newspaper advertising will be utilized.

◆

'Strange' Bow Tonight

Leading personalities from the legitimate theatre will attend the world premiere of Columbia's "The Strange One" at the Astor Theatre here at midnight tonight. The Equity Library Theatre will receive the proceeds from the opening.

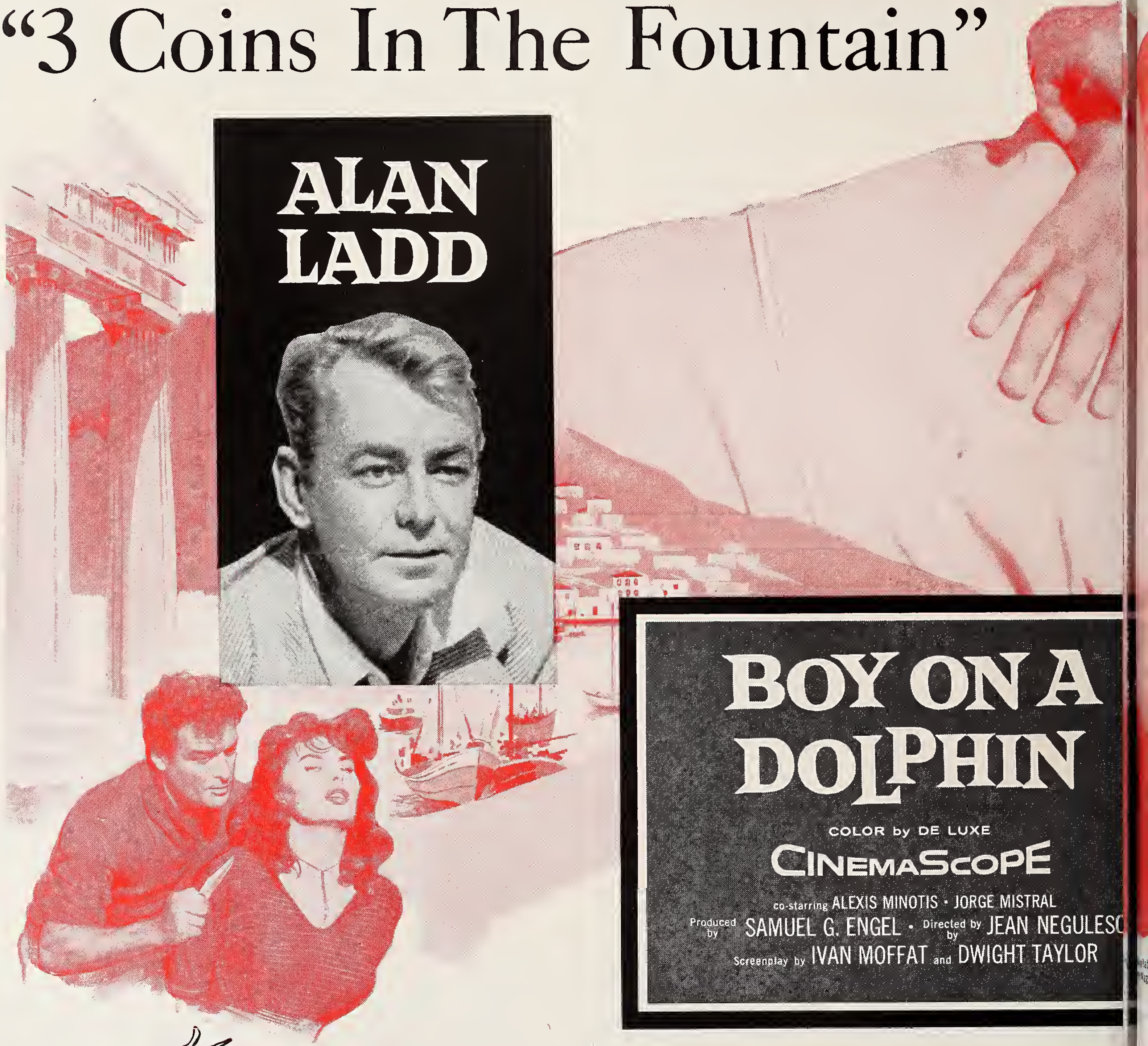
◆

Earlier Start at M. H.

Radio City Music Hall here will open at 8 A.M. on Saturday, April 13, to accommodate audiences for its Easter program. Extra performances of the holiday stage show, "Glory of Easter," and the film, "Funny Face" thus will be made available.

20th has the indu Easter attraction i

"3 Coins In The Fountain"



BOY ON A DOLPHIN

COLOR by DE LUXE

CINEMASCOPE

co-starring ALEXIS MINOTIS · JORGE MISTRAL
Produced by SAMUEL G. ENGEL · Directed by JEAN NEGULESC
Screenplay by IVAN MOFFAT and DWIGHT TAYLOR

Heaven knows, Mr. Exhibitor, 20th brings y
entire history! "Heaven Knows, Mr. Allison" is t
A Dolphin" for Easter! Then "Desk Set"! Darryl
"The Wayward Bus"! "Bernardine"! And many mo
Audience applause! National promotions! Personal

try's exceptional

he tradition of

CLIFTON WEBB
SOPHIA LOREN

Available to theatres everywhere
in Mag-optical prints!

most of the best pictures in its
w sensation! Followed by "Boy On
nuck's "Island In The Sun" !
Zanuck Productions, Inc. • Released by 20th Century-Fox
supported by rave reviews!
urs! Awards!

Television Today

Shafto Says TV Code Is Generally Observed

From THE DAILY Bureau

CHICAGO, April 10—G. Richard Shafto, chairman of the Television Code Review Board, today told a panel session at the National Association of Radio and Television Broadcasters that the review board monitored nearly 5,000 hours of telecasting by 41 stations, hearing 8,000 commercial programs. Only 271 exceeded the Code's advertising time allowance, while only 30 of 10,000 station breaks exceeded the Code's provision of two spots plus sponsored ten-second identification, he said.

See Pay-TV

(*Continued from page* 1)

cations Commission members participated.

Chairman George C. McConnaughey said, in opening the discussion, that "somewhere along the line the question of pay television would have to be referred to Congress for definite action." He added, "Basically the system should be given a trial but I don't know how it should be done." He said there is a question in his mind just what pay TV actually is as "it is not quite a common carrier although it has many attributes" of one. He indicated further consideration would be given in a couple of weeks.

Asks That Licensees Decide

Commissioner Richard A. Mack said he also had difficulty determining whether pay TV is a common carrier or broadcasting. He suggested licensees be asked whether they want to try this type of program since it is the licensee who will make it work if he wants it and not the gadget manufacturer.

Commissioner Robert E. Lee said he feels the system is "a mousetrap that should have a chance at a market place." He has been urging the Commission to authorize it in the UHF band but he has not, he added, "been astounded at the strong support" for his proposal.

New 'Program Service' Announced by Weaver

SEATTLE, April 10.—Sylvester L. Weaver, Jr., former chairman of the National Broadcasting Co. tonight announced the formation of a new television program service designed to provide the American public and advertisers with what he called a "genuine alternative" to today's television programming.

Weaver spoke before the tenth annual advertising awards banquet of the Advertising and Sales Club of Seattle. Program Service, he explained, means distribution of programs either on film, or live over telephone lines, either sponsored or sold to stations for resale. It also means programs created and produced for advertisers who have network time.

Frederic W. Wile, Jr., former NBC program vice-president, will be associated with Weaver in the new enterprise.

Broadcasting Control 'In People': Fellows

CHICAGO, April 10.—Ultimate control of radio and television programming in this country is vested in the people themselves, Harold E. Fellows, president of the National Association of Radio and Television Broadcasters, told a nationwide radio and television audience today.

Fellows' address was given at a luncheon session of NARTB's 35th annual convention being held at the Conrad Hilton Hotel here and was carried on radio and TV by the American Broadcasting Company and on radio by the Mutual Broadcasting System and the Columbia Broadcasting System.

Praises the Code

No one is more sensitive to the demands of the public than the operating executives of the nation's networks and stations, Fellows said. He cited the the NARTB Standards of Good Practice for Radio and the Television Code as evidence of the broadcaster's "vital concern" with serving the public.

Today, Fellows reported, there are 3,700 AM and FM radio stations and 500 television stations, many of them interconnected by seven vast radio and TV networks. He said there is "little likelihood of any central control of broadcasting in this country because at least 15,000 people, not including many stockholders with lesser interests, are involved in the ownership."

He said the public has invested an estimated $15,000,000,000 in TV sets and several billions more in radio receivers. There are now some 145,000,000 radios and 45,000,000 TV sets in the U.S.

Nine Resolutions Passed

Meanwhile, the industry pledged to continue its efforts "zealously" in behalf of charity, welfare and character building organizations. Members also urged continuing public support of such programs which are "mutual efforts best calculated to serve the interests of our people."

The pledge was one of nine resolutions approved by membership upon recommendation of 1957 convention resolutions committee headed by D. Lennox Murdoch, KSL-TV, Salt Lake City.

Another resolution urged membership to continue "to support wholeheartedly the Crusade for Freedom and Radio Free Europe."

Boy on a Dolphin (CONTINUED FROM PAGE

Greece—in Athens, on the nearby island of Hydra and other picturesq areas. So many stunning travelogue shots—in CinemaScope and Delu color—have not been seen in a feature film since the same studio we to Rome to make "Three Coins in the Fountain." With that latter pictu they sent moviegoers daydreaming about a trip to the Eternal City (for those who could afford it) actually going there. Now it is passag to Greece that will be difficult to come by.

As for the story—taken strictly as a tale of suspense, it is not altogeth a success. For one thing the plot is short on surprising developmen in the script that Ivan Moffat and Dwight Taylor have written fro the novel by David Divine. It is too plain (most of the time) exact what is going to happen from the very beginning when Miss Lore as a poor Grecian girl who dives for sponges as part of her livelihoo discovers the statue of the boy on a dolphin in the ruins of an ancie ship. Ladd, a dedicated American archaelogist, wants the treasure r covered and put into a museum for all to enjoy. Webb, an arrogant Ame ican dilettante, wants it for his private pleasure. At first Miss Lore helps Webb, who has promised her money, and she tries to deceive Lad as to the treasure's whereabouts. Then the love-light begins to glow i Ladd's eyes, however, and she switches sides. After some further doubl dealing and trickery, the statue is recovered by the local villagers wh view the feat as a matter of national pride.

Again, taken as a suspense story, the picture moves at far too leisurel a pace. However, that seems to have been deliberate on the part of th director, Jean Negulesco. By refusing to hurry he had plenty of tim to take in that magnificent scenery—from ruins in Athens; to the fa tastic monastery at Meteora; to some brilliant shots of the blue Aege sea, both above and underwater. The pace Negulesco set also affor opportunities to pause for Miss Loren to sing and dance a bit and demonstrate her fiery personality in a number of other ways.

Such sights are well worth slowing down for. This picture, which wa produced by Samuel G. Engel, belongs to Miss Loren—and to Greec

Running time, 111 minutes. General classification. Release, in April.

RICHARD GERTNE

Bahen Named Eastern Odeon Theatres Head

TORONTO, April 10 — Arthur Bahen, formerly Quebec district manager of Odeon Theatres (Canada) Ltd., has been appointed Eastern division manager in charge of Quebec and Maritimes theatres. At the same time, other executive appointments were announced by Frank Fisher, vice-president and general manager.

Bahen will continue to have his headquarters in Montreal, while Lee April, Maritimes district manager, will operate from Saint John, N. B. Wannie Tyers, previously manager of the Hyland, Hamilton, will act as theatre supervisor under the direction of Steve McManus, Ontario district manager.

Jersey Allied Protests "Westward Ho" Policy

Allied Theatre Owners of New Jersey will retain legal counsel for a study of Buena Vista's sales policy on "Westward Ho" and not "Cinderella" as inadvertently reported to MOTION PICTURE DAILY by ATONJ and printed in yesterdays' edition.

The regional exhibitor unit is finding that Beuna Vista is refusing to serve "Westward Ho" to theatres on availability on the grounds that it will interfere with first runs in New Jersey playing "Cinderella," it was said.

Rank in U.S.

(*Continued from page* 1)

operate in the black as a separate o ganization and to send back to pr ducers a share sufficient for inves ment in more and better pictures f release in the United States.

Hargreaves cited situations througl out the country where exhibitors hav shown faith in British films and convinced that if people in the U. are given the opportunity to see thes pictures a public following can b developed. He said that in Canad today British films enjoy an equa popularity with Hollywood film "Reach for the Sky," which will hav its premiere at the Sutton Theatre her April 29, was the third largest gross of all pictures shown in the Rank ci cuit of 125 theatres in Canada in 195 he said.

According to Hargreaves, one of th most important programs scheduled the building of young players and th promotion of established stars such a Kenneth More and Dirk Bogarde.

Mrs. Barrett Dies

DETROIT, April 10—Funeral serv ices have been held here for Mrs Lucille Barrett, wife of S. H. Barret of Cooperative Theatres of Michiga and the Schulte Circuit, who died o Saturday.

“Boy on a Dolphin” In Gala N.Y. Debut

AUGMENTING an extensive national promotion campaign, 20th Century-Fox’s “Boy on a lphin” in CinemaScope, starring Alan Ladd, Clif- Webb and Sophia Loren, was given a gala world emiere showing last night (10) at New York’s xy Theatre in a benefit for the Queen’s Fund for eek Orphans of which Mrs. Spyros P. Skouras is esident. The glittering audience for the debut of first American production to be made in Greece luded Archbishop Michael, head of the Greek thodox Church of North and South America, ited Nations ambassadors from 31 countries, and array of top-ranking show business, social and ic personages. Ray Heatherton described the tivities for the Mutual network while Voice of erica and Armed Forces Radio Service provided ernational coverage. Movietone newsreel camera- n also filmed highlights of the thrilling evening use on more than 100 TV stations across the untry. A Greek band, dressed in native costumes, ded color to the affair as they serenaded arriving tables.

Spyros P. Skouras, 20th Century-Fox president, and Mrs. Skouras (right) meet vivacious Ginger Rogers at the gala charity showing for the Queen’s Fund for Greek Orphans, of which Mrs. Skouras is president.

ovely Joanne Woodward, the heralded ewcomer who stars in 20th’s forthcom- g “The Three Faces of Eve,” is wel- med by Robert C. Rothafel, the Roxy’s anaging director.

Charles Einfeld (right), 20th Century-Fox vice-president, greets glamorous Joan Crawford and her husband, Alfred Steele, at the Roxy shortly before the premiere showing.

rchbishop Michael, head of the Greek rthodox Church in North and South merica, arrives for the auspicious affair. Boy on a Dolphin” is the first U. S. pro- ction ever made in Greece.

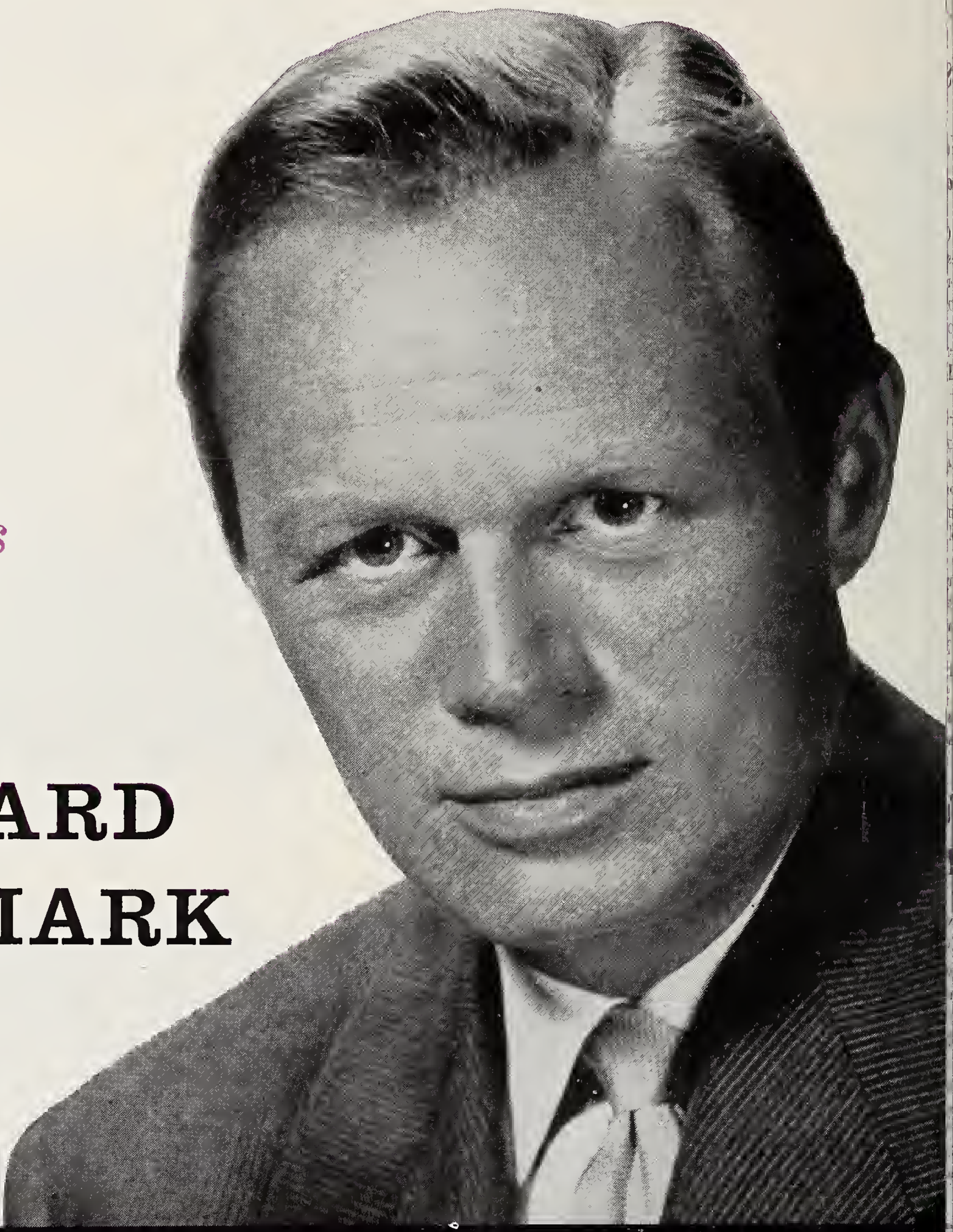
Alex Harrison, 20th Century-Fox general sales manager, and gorgeous Arlene Dahl pose for the photographers in the lobby. “Boy on a Dolphin” begins its regular Easter engagement at the Roxy on April 19.

(Advt.)

UA

UA MAKES THE BIGGEST PRODUCTION NEWS

NUMBER **67** IN A SERIES OF IMPORTANT ANNOUNCEMENTS



with
the
industry's
biggest
talents...

RICHARD
WIDMARK

NOW SHOOTING

THRU
UA

TIME LIMIT

Co-starring Richard Basehart with June Lockhart · Produced by Richard Widmark and William Reynolds · Directed by Karl Malden · A Heath Production

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL 81, NO. 71 NEW YORK, U.S.A., FRIDAY, APRIL 12, 1957 TEN CENTS

Wall St. Uninterested

Loew's Denies Control-Buy Is in Prospect

No Liquidation of Stock, Says Company Spokesman

Officials of and spokesmen for investment firms and private foundations owning or representing large blocks of Loew's, Inc., stock told MOTION PICTURE DAILY yesterday they were "not interested" in proposals to sell their stock to backers of schemes for acquisition of control of Loew's for the purpose of liquidating the company.

A spokesman for Loew's, Inc., said, "some months ago the rumors of the formation of a syndicate to gain control of the company were brought to us. These rumors proved to be unfounded. The revival of the story yesterday on investigation has proved equally unfounded."

The project publicized yesterday, not in MOTION PICTURE DAILY, that of the Calcon Corp. of Los Angeles, was similarly snubbed in Wall Street where the proposal to seek funds suf-

(*Continued on page* 8)

'Sub' Recommissioned At 'Hellcat' Premiere

Special to THE DAILY

NEW LONDON, April 11. – The U. S. S. Crevalle, one of the original submarines of the Hellcat fleet, was recommissioned at the U. S. Navy base here this morning, launching a full day of festivities for the Eastern half of the twin world premiere of Columbia's "Hellcats of the Navy" at the Garde Theatre here tonight.

The submarine, which took part in the World War II campaigns depicted in the film, will go back into active

(*Continued on page* 8)

Television Today Page 6

Calls for New Sales Methods

A departure from "ordinary methods of distribution" was called for by Irving Sochin, general sales manager of the Rank Film Distributors of America, at the second session of the company's sales conference yesterday at the Park Sheraton Hotel here. Sochin expressed confidence that the company's regional and branch managers could set new precedents in the selling and development of new motion picture markets.

He pointed out that the Sutton Theatre, where "Reach For The Sky" will hold a dual premiere April 29, had been leased by the Rank organization as a showcase for Rank product in the New York area, but made

(*Continued on page* 6)

Enters 'Compromise' Minimum Wage Bill

From THE DAILY Bureau

WASHINGTON, April 11 – Senator Kennedy (D., Mass.) introduced a new "compromise" minimum wage bill that would extend Federal coverage to theatres and theatre chains with more than $1,000,000 in annual sales.

Kennedy is chairman of a Senate Labor Subcommittee which recently

(*Continued on page* 6)

DeBra Will Retire as MPA Community Relations Head

Arthur DeBra, director of community relations for the Motion Picture Association of America, will retire from his post on May 1, it was announced here yesterday by MPAA president Eric Johnston.

Arthur DeBra

DeBra, who has been with the Association since 1926 and in the industry for some 30 years, will be succeeded by J. Stanley McIntosh, who is currently director of Teaching Films Custodian, Inc.

Arbitration Prospects 'Most Favorable Ever': Johnston

Prospects for the formation of an industry arbitration and conciliation system are the "most favorable" ever, Eric Johnston, president of the Motion Picture Association of America, said here yesterday prior to his departure for Europe.

Johnston, who will return to the U.S. on April 28, said that he usually isn't an optimist but, based on the reaction of the representatives of exhibition and distribution following an exploratory meeting earlier this week, "we have the best chance ever for an arbitration plan."

Plagiarism Charged to Rich, Oscar Winner

Now the law has joined the Academy of M. P. Arts & Sciences in the search for the mysterious Robert Rich, who was voted the Academy's best motion picture story award for "The Brave One."

King Bros., producers of the film; RKO Radio, its original distributor, and Universal, current distributor, have been served with notice that the award winning story is felt by Tom Terris, writer, to have plagiarized his "Bravest of the Bulls," which he sold to Coronet magazine, and which pubished it in its February, 1954, issue.

Saul Rogers, industry attorney and

(*Continued on page* 6)

TV-Industry Group Will Talk Terms with Ascap

From THE DAILY Bureau

CHICAGO, April 11.—An all-television-industry meeting voted today to establish a committee with authority to review, study, and enter into negotiations with the American Society of Authors, Composers and Publishers covering terms of new music license

(*Continued on page* 6)

Harrison 'Shocked' By Film Shortage Charge

Alex Harrison, general sales manager of 20th Century-Fox, expressed "astonishment" yesterday over the statement of Ernest G. Stellings, president of Theatre Owners of America, earlier this week to the effect that film companies should release top

(*Continued on page* 8)

Speaks at FMPC

Attendance Is Up Over Last Year: Johnston

Stresses Role of Films In World Understanding

By LESTER DINOFF

The motion picture, whether produced in America or in any other nation, is a tremendous vehicle for bringing about an understanding between the peoples of the world, Eric Johnston, president of the Motion Picture Association of America, yesterday told the third annual conference of the Federation of Motion Picture Councils.

Eric Johnston

Johnston, who was also honored by the Federation, said that theatre

(*Continued on page* 2)

Schappe to Answer TOA Cable Report Today

Milton Schappe, president of Jerrold Electronic Corp., will hold a press conference at the Henry Hudson Hotel here this afternoon following his speech before the Federation of Motion Picture Councils. Schappe will discuss the cable theatre system with reporters and in particular wishes to reply to a report on the system issued earlier this week by Ernest Stellings, president of Theatre Owners of America, a

(*Continued on page* 8)

New M. P. Daily Column Of Comment Starts Tuesday

Starting on Tuesday in MOTION PICTURE DAILY, Tradewise, a new department of comment by Onlooker. It will appear several times weekly. Watch for it.

PERSONAL MENTION

NATHANIEL LAPKIN, vice-president of Stanley Warner Cinerama Corp., has arrived on the Coast from New York.

•

Alfred E. Daff, executive vice-president of Universal Pictures, has arrived in Hollywood from New York.

•

Lieut. Col. James Carrerras, managing director of Exclusive Films, Ltd., London, will return to England today from New York via B.O.A.C.

•

David A. Lipton, vice-president of Universal Pictures, will leave the Coast at the weekend for New York.

•

Alfred Katz, United Artists home office foreign department executive, has returned to New York from Central and South America.

•

O. N. Srere, a director of Southern California Theatre Owners Association, will leave Los Angeles with **Mrs. Srere** on Tuesday for New York, and will sail from here the next day aboard the "United States" for Europe.

•

Federico Fillini and **Giulietta Masina**, director and star, respectively, of "La Strada," have returned to Italy from New York.

•

W. Robert Rich, general sales manager of Associated Artists Productions, and **Jay H. Smolin**, director of advertising, will return to New York today from Chicago.

•

Nathan Cohen, managing director of Anglo-Amalgamated Productions, Ltd., will return to London today from New York via B.O.A.C.

•

Seymour Berkowitz, United Artists film salesman here, has left New York with his family for a vacation in Miami.

•

Arnold Marks, motion picture editor of the "Oregon Journal," Portland, has resigned that post and is leaving for New York to join the staff of "The New York Chronicle."

Ambassadors at Studios

HOLLYWOOD, April 11 — Four studios tomorrow will share in entertaining 20 ambassadors, representing The Organization of American States, who are here to celebrate Pan-American Day.

Johnston Sees Attendance Up

(Continued from page 1)

attendance in America thus far in 1957 has increased over last year. The MPAA head pointed out that attendance, which was at a low in 1954, started to rise in 1955.

Complimenting the Federation for "performing a worthwhile service in attempting to make motion pictures better than ever," Johnston told some 150 people at a Henry Hudson Hotel luncheon here yesterday that the Motion Picture Export Association, with the official sanction of the Department of State, has concluded film agreements with three Iron Curtain nations—Czechoslovakia, Poland and Hungary.

Silent Regarding Terms

He declined to state what the terms, conditions, etc., of the agreements are.

Following his address, Johnston, before rushing to catch an overseas plane, said that these foreign nations are still screening the product which the American companies, through the MPEA, have offered for sale.

In a press conference last November, Johnston said that the MPEA was negotiating three-year agreements for sale of Ameriean product to the Iron Curtain countries. These would be the first U.S. film sales to these countries since 1948. He also said that the industry in the first year should receive about $500,000 in film revenues from these countries.

Johnston, recounting some of his experiences around the world, told the Federation's delegates that the motion picture is playing an important role in economic and political situations throughout the world "and will be an important factor in bringing about an eventual solution to difficulties." Films are a potent force in the communicatiaon field, the MPAA head declared.

Presented an Award

The Federation's president, Mrs. Max Williams, presented to Johnston an award of honor for "his distinguished leadership in this country in maintaining the high standards of motion picture entertainment and in the development of policies which have enhanced the popularity of American motion pictures throughout the world."

Seltzer and Glass Join Brando's Pennybaker

HOLLYWOOD, April 11—Marlon Brando, Sr., president of Pennybaker Productions, has announced that George Glass and Walter Seltzer, who combined forces recently in a public relations enterprise after careers in production and publicity, will join the Brando producing company as executive producers. Glass, long-time partner of Stanley Kramer, and Seltzer, who for 10 years represented Hal B. Wallis Productions, jointly handled the campaign for Hecht-Lancaster's "Trapeze."

Each a Vice-President

Brando said Seltzer and Glass have been made vice-presidents of Pennybaker, and will move to the Paramount studio this month. Present Seltzer-Glass clients will continue to be serviced during the remainder of the present contracts. Similarly, Glass and Seltzer will complete production commitments already made by each.

AA Venezuela Deal

Allied Artists International Corporation has concluded a long term agreement with Tropical Films of Caracas, Venezuela, for the exclusive distribution of AA product in that territory, Norton V. Ritchey, president of AA International, has announced.

New Indoor Theatre Started by Century

Century Theatres has started construction of a new indoor theatre in Hicksville, Long Island, according to Leslie R. Schwartz, president of Century.

The theatre will be located on South Oyster Bay Road and Woodbury Road about one-half mile south of Exit 36, Northern State Parkway, in a large shopping area. Seating capacity will be 1,750.

Spiegel to Cannes

MPEA president Eric Johnston yesterday designated Marc M. Spiegel, MPEA continental manager, as his personal representative at the International Film Festival at Cannes next month. Johnston plans to be in Europe for the next two weeks, but commitments require him to return to the United States before the festival opens on May 2.

Taplinger, Warner Talk

Robert S. Taplinger, Warner Brothers vice-president and director of advertising and public relations, has arrived at the company's Burbank studios for conferences with Jack L. Warner, president, and studio executives on merchandising plans for company's forthcoming product.

Taplinger will return to New York next week.

Favors Pay for 'Trust' Victors

From THE DAILY Bureau

WASHINGTON, April 11.—The Justice Department told Congress it supports legislation to permit plaintiffs to collect costs if they succeed in winning injunction anti-trust suits.

At present, a successful anti-trust plaintiff can collect costs if he sought and wins damages, but not if he seeks and wins only injunctive relief. Anti-trust chief Victor Hansen told a House Small Business Subcommittee the Department feels that "there should be no penalty placed on the litigant who chooses to seek injunctive relief rather than damages."

At the same time, Hansen opposed another bill which would curb the department's authority to enter into consent decrees. The bill would suspend consent decrees for 30 days, and during that period, any interested party could challenge the decree.

'Strange' Has Midnight Premiere at Astor Here

Broadway celebrities joined regular patrons for last midnight's world premiere of Columbia's "The Strange One" at the Astor Theatre here. The proceeds were turned over to the beneficiary Equity Library Theatre, which will use the money for new equipment for the Lenox Hill Playhouse.

Producer Sam Spiegel, star Ben Gazzara and Julie Wilson, who has the feminine lead, were all present.

TOA Receives Award

The American Heritage Foundation has selected Theatre Owners of America to receive an award in appreciation of its "outstanding public service in the 1956 non partisan register, inform yourself and vote program."

'Party' on Coast Today

Hecht, Hill and Lancaster's "The Bachelor Party" will have its West Coast premiere today at the Fine Arts Theatre in Los Angeles following an intensive United Artists advance campaign.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
AUDREY HEPBURN • FRED ASTAIRE
in
"FUNNY FACE"
co-starring KAY THOMPSON
A Paramount Picture
and THE MUSIC HALL'S GREAT EASTER STAGE SHOW

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

BERGMAN
AND
COOPER

AT THEIR WONDERFUL BEST!

SO HOT IN STAR INTEREST, SO PACKED WITH ACTION AND ROMANCE . . . PARAMOUNT IS PRESENTING YOU WITH A BIG OPPORTUNITY FOR BIG GROSSES RIGHT AWAY. SPARKLING ADS, HARD-SELLING TRAILER, STRIKING ACCESSORIES—EVERYTHING YOU NEED TO GUARANTEE THE PAY-OFF OF STRONG BOXOFFICE RETURNS!

PROVEN IN FOUR KEY METROPOLITAN ENGAGEMENTS—TO TOP TOP-BUSINESS!

GARY
COOPER
has in his arms
INGRID
BERGMAN
the most beautiful
woman in the world
in ERNEST HEMINGWAY'S

FOR WHOM THE BELL TOLLS

. . . one of the
outstanding motion
pictures of love
and adventure!

AVAILABLE NOW FROM PARAMOUNT!

ACADEMY
AWARD
"Year's Best
Actress"
INGRID
BERGMAN
—for "Anastasia"

with AKIM TAMIROFF
ARTURO DE CORDOVA
JOSEPH CALLEIA
and KATINA PAXINOU
Produced and Directed by
SAM WOOD
TECHNICOLOR®
Screenplay by Dudley Nichols
A PARAMOUNT RE-RELEASE

COLUMBIA JOINS THE NAVY IN
PROMOTIONAL CAMPAIGN FO

The bands start playing . . . and the crowds start coming—for the twin-premiere launching in early April! Then watch the rest of the country salute the HELLCATS OF THE NAVY!

"ONE OF THE MOST DARING OPERATIONS OF THE WAR!"

CHESTER W. NIMITZ
Fleet Admiral, U.S. N

☆ 1. **NEW LONDON PREMIERE!** Big newspaper, TV and radio personality junket from New York! 3-hour submarine cruise on actual sub used in HELLCAT raids! High Navy personnel! Naval honor guard! Huge array of special lobby and front displays!

☆ 2. **SAN DIEGO PREMIERE!** Stars Ronald Reagan and Nancy Davis to spark ceremonies! Co-author of the book upon which the film is based will appear! High Navy brass, local dignitaries and representatives of newspapers, radio and TV to attend big cocktail reception and dinner! Navy marching band! Public, on-stage "swearing-in" ceremony for new enlistees!

☆ 3. **NATIONWIDE TV AND RADIO PUBLICITY!** Millions of viewers and listeners to get pre-premiere and subsequent coverage via such programs as MASQUERADE PARTY, TONIGHT, TODAY, MONITOR, etc.

☆ 4. **SPECIAL NATIONAL NEWSPAPER COVERAGE!** Famous syndicated writers will cover the events for millions of readers: Vivian Brown, Associated Press; Ken Lucas, Wide World Photo Service; Alice Hughes, King Features; Gay Pauley, United Press; Bob Sylvester, New York News; Earl Wilson, New York Post and other papers; Frank Farrell, New York World-Telegram & Sun, and Scripps-Howard Syndicate; Ilka Chase, syndicated columnist; Motion Picture Trade Paper Representatives.

☆ 5. **HEAVY RONALD REAGAN TV-RADIO PLUGS!** Reagan plugs planted on radio stations everywhere! Coast-to-coast TV plug by Reagan on General Electric show, plus countrywide Cooperative Advertising, Contests and Window Displays.

☆ 6. **ADMIRAL NIMITZ-RONALD REAGAN TV INTERVIEW, NATIONWIDE!**

☆ 7. **ED SULLIVAN-CBS NETWORK TV PLUG!**

☆ 8. **NAVY VARIETY SHOW** to plug HELLCATS in 16 state capitals, 37 states and 47 cities over a period of 51 days!

☆ 9. **HELLCATS OF THE NAVY** recruiting drive, sponsored by U. S. Navy in 43 cities, with a spectacular ceremony in each!

☆ 10. **FULL U. S. NAVY CO-OPERATION** in every situation! Local recruiting stations to lend support with ceremonies, parades, banners, posting A-boards, etc.!

HE YEAR'S MOST EXTENSIVE

HELLCATS OF THE NAVY!

HELLCATS OF THE NAVY!

starring
RONALD REAGAN

co-starring
Nancy DAVIS · Arthur FRANZ

Screen Play by DAVID LANG and RAYMOND MARCUS · Screen Story by DAVID LANG
Based on a book by CHARLES A. LOCKWOOD, Vice-Admiral, USN, Ret., and HANS CHRISTIAN ADAMSON, Col. USAF, Ret.
Produced by CHARLES H. SCHNEER · Directed by NATHAN JURAN · A MORNINGSIDE PRODUCTION
A COLUMBIA PICTURE

National Pre-Selling

CECIL B. DeMILLE, writing for the April 7 issue of "This Week," says "I have often speculated on which Commandment is most frequently broken. I think the First Commandment is the one we break the oftenest—"Thou shalt have no other gods before me."

"We do not bow down before idols, but which of us has not, at some time, worshipped a god of gold or a god of flesh or a god of ambition more than we have worshipped God Himself?"

•

"Helen Hayes' son, James MacArthur, makes his debut in the movies," reports "Life" in the April 8 issue, "as the hero of a new film called 'The Young Stranger.' Playing with sensitivity and deep understanding, he is first rate. The whole movie is a triumph for youth."

•

A striking page ad on "The Spirit of St. Louis" appears in the April 13 issue of "The Saturday Evening Post." Copy prominently placed at the bottom of the ad calls to the reader's attention that the Lindbergh story first appeared as a special "Saturday Evening Post" serial.

•

"Fear Strikes Out," reports Ed Miller in the April issue of "Seventeen," "tells of a baseball player who cracks under the tension of trying to make good to please his father. The movie is based on the actual experiences of Boston Red Sox's Jim Piersall; Anthony Perkins brings a nervous excitement to his role as the harried outfielder."

•

"The Little Hut," starring Ava Gardner, is advertised on the table of contents page in the April 16 issue of "Look."

•

Julie London, who does a splendid job in both "The Great Man" and "The Girl Can't Help It," was profiled in the April 7 issue of "The American Weekly."

•

To advertise the playing of "Suez" on a large number of television stations, NTA has placed a two-page spread in the April 8 issue of "Life."

•

The boy who plays the part of Tom Sawyer at Walt Disney's "Disneyland" in California appeared on the full-color front cover of "Parade's" April 7 issue.

•

Ruth Harbert devoted an entire page to the review of "Heaven Knows, Mr. Allison" in the April issue of "Good Housekeeping." Ruth says, "This movie is not only excitingly good theatre, but also another welcome indication that at least part of Hollywood is not afraid to try something new."

WALTER HAAS

Sales Methods

(Continued from page 1)

it clear that not all Rank pictures would open there.

Sochin further announced that a leasing arrangement had been worked out with the World Theatre in Philadelphia where alterations will be made, with the theatre re-opening early in July. He emphasized that wherever difficulties exist in establishing markets for Rank product, it may be necessary to develop first-run outlets.

He stressed the commercial potential of the product under discussion and the importance of regional selling backed up by strong advertising and publicity campaigns.

The morning session was devoted to problems of distribution, screenings, release prints and regional selling. The afternoon session was given over to practices and procedures to be conducted between the field and home office. An evening session was called in order to expedite matters under discussion so that today could be devoted to a complete presentation of advertising, publicity, and exploitation, under the aegis of Geoffrey Martin, director.

Compromise Wage Bill

(Continued from page 1)

wound up hearings on extension of Federal minimum wage coverage. He said he felt his new bill was "a reasonable bill" and would "receive early and favorable action."

His bill, the Massachusetts Democrat declared, was a compromise between the "inadequate proposals of the administration" and the more far-reaching proposals of the AFL-CIO.

Theatres are now exempt from Federal minimum wage and overtime provisions. Exhibitor spokesmen have urged Congress to maintain this exemption.

The AFL-CIO is pushing a proposal to cover theatre firms with more than $500,000 in annual sales or more than four units. The administration has urged coverage for theatres with more than $1,000,000 in annual out-of-state purchases and more than 100 employes.

Plagiarism Charged

(Continued from page 1)

counsel for Terris, said an injunction and accounting on behalf of his client will be sought.

HOLLYWOOD, April 11 – The Academy Oscar voted Robert Rich as the author of the best original motion picture story in 1956, and declined by somebody named Robert Rich on the grounds that he didn't write it, will be held by the Academy until the authorship of "The Brave One" is validated and the author's qualifications for acceptance are verified. This position was decided upon by the Academy Board of Governors last night at the regular meeting devoted to this and other Academy matters.

Television Today

ABC Radio Separate Subsidiary of AB-PT

The creation of American Broadcasting Co. Radio Network, Inc., as a separate, autonomous subsidiary of American Broadcasting - Paramount Theatres, Inc., with Robert E. Eastman as president, effective May 1, was announced yesterday by Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, Inc.

Eastman is resigning as executive vice-president of John Blair & Co., radio station representatives, to take over his ABC Radio post.

"The ever-widening broadcasting activities of our company make it desirable to create this autonomous subsidiary," Goldenson said.

Vote FCC Probe Funds

WASHINGTON, April 11.—The House today voted to give the House Commerce Committee $250,000 to carry on a sweeping investigation of the Federal Communications Commission and other government regulatory agencies. The investigation is to determine how well these agencies have carried out the laws they were set up to administer.

TV and Ascap

(Continued from page 1)

agreements to be presented for consideration by individual stations.

The meeting voted to establish an interim committee whose members wil be nominees for the permanent committee subject to a vote of all television stations.

In addition, television stations wil be permitted to write in other candidates, but membership on the permanent committee will be limited to th 15 with largest number of votes

Move Made at Convention

The meeting was called because the *ad hoc* television music licensing committee of the National Association of Radio and Television Broadcasters asked that time be made available during the convention for an all-television-industry session to discuss TV music licensing matters.

ASCAP and Broadcast Music, Inc., hold music license contracts with stations, terms of which have been worked out in negotiations between representatives of stations and representatives of these organizations. The ASCAP contract expires Dec. 31 of this year.

One Man's TViews

By Pinky Herman

THE First Lady of the Theatre, Helen Hayes, will appear as special guest CBSunday when she'll be seen in a filmed portion of the "United Nations In Action" series which will highlight Unicef's (United Nations International Childrens Emergency Fund) project to control disease in Africa. . . . Plymouth Division of Chrysler Motors will sponsor the new half-hour telefilm series, "Date With The Angels," situation comedy co-starring Betty White and Bill Williams and skedded over ABC Fridays at 10 starting May 10. . . . Bravo to a music exec, youthful Alice Heinecke, whose clever poem related to the N.A.R.T.B. and C.A.R.T.B. in Chicago and Quebec respectively, in the latest issue of the Sesac Music Journal, rates reading. . . . "The Life & Legend of Wyatt Earp," has been re-signed by General Mills and Procter & Gamble for another year. This is easily one of the finest programs in TV and from where we sit "Marshal Earp" (Hugh O'Brian) a great personality, superb actor and his portrayal of tamer of the wild west inspiring.

☆ ☆ ☆

The multi-talented and charming Gisele Mackenzie, a native of Winnipeg, Manitoba, Canada, whose new teleseries will be a Saturday nite feature over NBC starting late in Sept., has just been made a citizen of the United States. Her manager, Bob Shuttleworth also a Canadian will take the oath of U.S. citizenship next month. . . . With almost 6½ million dollars grossed in the past 8 months representing a 75% increase over a similar period last year, Official Films, Inc. has announced the establishment of its first annual dividend—10 cents per share. . . . Recommended: Johnny Andrews' new NBC radio series every day at 7:05-7:30 P.M. . . . Tony Marvin's CBSparkling word-jousting with Arthur Godfrey, each morning.

Gisele Mackenzie

"Where have you been all my life?"

There's a vast new audience of admirers of Hedy Lamarr—and other great stars of that magnitude—who are getting to know Hedy and her glamorous contemporaries for the first time on television. Add to the younger audience the multitudes of steadfast fans-from-the-beginning, and you have an inkling of why Warner Bros. features, starring the greatest names in Hollywood, outdraw rival films consistently in market after market from coast to coast.

A case in point: a Warner Bros. picture, "The Conspirators," starring Hedy Lamarr and Paul Henreid, shown on KOIN-TV in Portland, Ore., drew an ARB average of 15.7, against 5.8 and 5.3 for the two competing channels—opposing such top network shows as "Twenty-One." For more case histories and details on availabilities, write or phone

a.a.p. inc.

345 Madison Avenue
New York City *MUrray Hill 6-2323*
CHICAGO: *75 E. Wacker Dr., DEarborn 2-4040*
DALLAS: *1511 Bryan St., RIverside 7-8553*
LOS ANGELES: *9110 Sunset Blvd., CRestview 6-5886*

Loew's Stock

(*Continued from page* 1)

ficient to buy 1,000,000 shares of Loew's in large blocks for $25 per share, has caused not a ripple, either in volume of trading or in price fluctation.

Brokers Indifferent

Brokers regard this as a definite indication that there is nothing substantial behind either the Calcon or any other scheme for acquisition or control of Loew's for purposes of liquidation.

Robert Lehman, partner in Lehman Bros., investment firm which represents substantial blocks of Loew's stock, told Motion Picture Daily, "We don't know anything about Calcon. We haven't been approached by anyone of this kind and if we were we would not be interested in it."

A similar response was made by a spokesman for Lazard Freres, which also represents large holdings of Loew's stock, when queried.

In Los Angeles, Julian D. Weiss of First Investors Corp., associated with Calcon in its scheme, admitted that no active negotiations on it are being conducted with anyone.

'Now on Ice,' Says Weiss

He confirmed that some time ago consideration had been given by his associates to endeavoring to acquire control of Loew's, at which time an inquiry was made into the company's assets, to determine their size and liquidation value. "The matter is now on ice," Weiss said.

Similar comments were made by Abner Greshler, Hollywood agent, who was named as a member of the Calcon board.

Chicago principals in the Calcon scheme stated flatly that the idea is as good as "dead." They said they have no interest in it now although it seemed feasible to some of them three months ago when it was first broached. They added that as they got deeper into it they cooled off to the point where no negotiations were undertaken.

Erroneous, Says Chicago, L. A.

Calcon principals in both Los Angeles and Chicago said the story of their scheme published yesterday was unauthorized and erroneous.

The Calcon plan was to endeavor to raise sufficient cash to purchase, exclusively from large holders, at least 1,000,000 shares at $25 per share of the more than 5,000,000 shares of Loew's outstanding. The stock was selling in light demand on the New York Stock Exchange yesterday at 18⅞, near its 1957 low. It has sold off almost two points in the past month. Financial sources pointed out that this was indicative that no large holders were contemplating selling their stock at the premium $25 price.

If the cash was raised, the Calcon project then contemplated attempting the difficult feat of buying up 1,000,000 shares. That accomplished, the plan was to liquidate sundry Loew's assets to a value in excess of $60,000,000 and, presumably, pay out most of it in dividends.

Most of those identified as principals in Calcon and its associates are largely unknown to the industry.

REVIEW:

This Could Be The Night

M-G-M—CinemaScope

Ingratiating stars are a good backbone for any picture to have, and this comedy with music boasts four: Jean Simmons and Paul Douglas, two well-established and popular stars, and Anthony Franciosa and Julie Wilson, two talented and promising newcomers. In addition this film, which was photographed in black-and-white CinemaScope, has the cachet of producer Joseph Pasternak all over it, and director Robert Wise has kept it moving at a crisp and lively pace most of the way.

These assets and several others help immeasurably to disguise a thin and inconsequential story based on the old idea of placing a character of strong provincial inclinations in big-city surroundings. Writer Isobel Lennart (working from short stories by Cordelia Baird Gross) uses this variation: She puts a proper young female teacher from Massachusetts (played by Miss Simmons) among the eccentric characters working in a rowdy Broadway night club where she has taken a job as secretary to the boss (played by Douglas).

In telling this story Miss Lennart's most felicitous touch is the way she has peopled it with as zany a group of characters (primarily those employed in the night club) as has been seen on the screen since the Marx Brothers retired. These people revel in their peculiarities, and they are played with zest and verve by such as Joan Blondell, J. Carrol Naish, Rafael Campos, Tom Helmore, and another new and pixie-ish actress called Neile Adams.

At first these characters don't take to the outwardly prim Miss Simmons, but the point of the plot is that she eventually wins them over with her charm. Her biggest battle in this respect is with Franciosa, who plays Douglas' business associate and the one with whom she falls in love. Their romance is complicated by two things—his reluctance to become involved and the jealousy of Douglas. In the last third of the picture these emotional crises take over almost completely, and the pace noticeably slows down.

But prior to that the gags have been thick and fast and interest has been perked by several good musical numbers, including a dance that Miss Adams does while belting out the song, "Hustlin' Newsgal." Miss Wilson sings both blue and hot songs in a throaty voice which should appeal to audiences, and her best is a rendition of the old standard, "I've Got You Under My Skin."

However, the strongest impression in the picture is made by Franciosa, who comes from the New York stage. Even in this conventional "tough guy" role, he projects the authority, the looks and the talent that portend a new star.

Running time, 103 minutes. Adult classification. Release, in May.

Richard Gertner

Col. to Distribute Six Films by Levy, Ventura

Columbia Pictures has signed an agreement with Raoul Levy and Ray Ventura for the distribution of at least six pictures to be produced by them within the next three years. All of the pictures will be for world distribution by Columbia except for the second to be produced, "In Case of Accident . . .", which Columbia will not distribute in France and Belgium.

The first of the films will be "Moonlight Jewelers," starring Brigitte Bardot, to be made in Spain. Some of the pictures will be in English and some in French, it was said.

Submarine

(*Continued from page* 1)

service following today's impressive ceremonies.

In attendance for the event were wire service and syndicate feature writers, members of the trade press, and the cast of the television show, "Masquerade Party," which dedicated this week's program to the new feature film.

Other festivities today included a three-hour submarine ride in the afternoon and an admiral's reception and dinner at night.

SAN DIEGO, April 11. – Ronald Reagan and Nancy Davis, stars of "Hellcats of the Navy," led a Hollywood contingent to the Spreckels Theatre here tonight for the West Coast half of the twin world premiere of the Columbia release.

Alex Harriso

(*Continued from page* 1)

"A" product between now and Ju 1 to alleviate a shortage of top fil

"I was shocked at Stellings' sta ment," said Harrison, "as 20th Ce tury-Fox is releasing 11 major p ductions between now and June This is in keeping with Spyros Skouras's pledge made several wee ago to exhibitors to make available them at least one major producti every week."

Schappe to Answer

(*Continued from page* 1)

spokesman for Jerrold said yesterd

In the TOA report, which follow a survey of its membership on cable theatre issue, Stellings advis exhibitors to adopt a "watchful p icy" and warned that if either ca theatre or toll-TV becomes success on a wide basis "motion picture th tres may well be doomed."

Du Mont Stockholders To Meet on May 6

Stockholders of Allen B. DuM Laboratories, Inc., will meet on M 6 in Clifton, N. J., to elect a slate eight directors and to transact ot company business, according to company's notice of annual meeti

Up for election as directors of D Mont Laboratories are Barney Ba ban, president of Paramount Pictur Allen B. DuMont, Armand G. Er Thomas T. Goldsmith, Jr., Paul R bourn, Paramount vice-preside David T. Schult, Percy M. Stewa and Edwin L. Weisl, director Paramount.

The DuMont notice reveals t Paramount Pictures Corp. ow 628,500 shares of common stock the company out of the 2,361,0 shares outstanding on Feb. 8, 19

Attends 'St. Louis' Bo

Jan Golus, a native of Lupe Ci Neb., has been selected to repres United Airlines for the "Miss Spi of St. Louis" Award, which will presented to the world's ideal airli stewardess at final judging ceremon at the Park-Sheraton Hotel in N York on April 23. Miss Golus l night attended the special Hollywo premiere for the motion picture ind try of the Warner Bros. film, "T Spirit of St. Louis," and appeared television.

Goldwyn Award Mond

LOS ANGELES, April 11.—The a nual $1,000 Samuel Goldwyn Creati Writing Award will be presented UCLA's Business Administration a Economics Building 121 at 2 P.M. April 22, it has been announced Chancellor Raymond B. Allen. Sa uel Goldwyn, who established t award in 1955 "to encourage youn creative, literary talent at the colle level," will make the presentation.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 81, NO. 72 NEW YORK, U.S.A., MONDAY, APRIL 15, 1957 TEN CENTS

In FMPC Speech

Shapp Claims Wire-TV Will Aid Theatres

Cites 'Difference' Between It and Subscription TV

By LESTER DINOFF

The presentation of first-run product on cable theatre subscription elevision will not only increase evenue for the entire film industry but also attract the public back to theatres, in the opinion of Milton J. Shapp, president of Jerrold Electronics Corp.

Speaking before the Federation of Motion Picture Councils at the Henry Hudson Hotel here at the weekend, Shapp declared that "the motion picture industry committed suicide by letting its worst product be seen on elevision. This has led the public

(*Continued on page* 2)

Theatre a Beacon to Community: Seadler

"The lighted theatre is a beacon to the community," Si Seadler, advertising director for M-G-M, told the women of the Federation of Motion Picture Councils Friday in convention at the Henry Hudson Hotel here.

Si Seadler

Seadler addressed the representatives of the nation-wide organization on the subject of "business building campaigns" of the motion picture industry. "We feel that the

(*Continued on page* 2)

Television Today Page 6

Stanley Warner Income Up 25% in 26-Week Period

An increase of 25 per cent in net income of Stanley Warner Corp. and its subsidiaries for the 26 weeks ended February 23, as compared to the same period for the previous year was announced at the weekend by S. H. Fabian, president. Theatre admissions and merchandise sales, rents from tenants, and other income increased by 17.5 per cent, to $55,679,300 for the current 26-week period as compared with $47,380,400 for the same period in the previous year.

Si H. Fabian

The company's net profit for the 26 weeks ended Feb. 23, after all charges,

(*Continued on page* 4)

Goldwyn Loses Plea to Include 27 Films in Suit

Special to THE DAILY

SAN FRANCISCO, April 14.—Samuel Goldwyn suffered a setback on Friday in his anti-trust suit against Fox West Coast Theatres when the U. S. Ninth Circuit Court of Appeals denied unanimously his plea for a writ of mandamus to compel Federal Judge Edward P. Murphy to include 20 films of the original 27 named in Goldwyn's complaint, filed originally in 1950. Judge Murphy previously had ruled out the 20 films for trial consideration under the statute of limitations.

Although attorneys for both sides

(*Continued on page* 4)

Rank Sets 14 Films For Release in U. S.

Fourteen Rank Organization productions will be distributed nationally with a policy of regional selling adopted at the meetings, it was announced at the weekend by Irving Sochin, general sales manager of Rank Film Distributors of America.

The Sochin announcement followed a three-day sales conference at the Park Sheraton here.

The first three Rank productions

(*Continued on page* 4)

Columbia and Warwick Renew Agreement

Columbia Pictures announced at the weekend that the company and Warwick Productions have agreed to extend their current producing-releasing agreement far another two years, continuing through 1959.

The announcement followed by about 30 days a statement that the two organizations had agreed to terminate their present deal at the end of this year after a five year relationship.

It was stated that the new agreement to extend the pact followed ne-

(*Continued on page* 4)

Crescent Amusement Co. Celebrating 50th Anniversary; Brochures Given to Patrons

Special to THE DAILY

NASHVILLE, Tenn., April 14—Crescent Amusement Co. late last week began celebration of 50 years in the motion picture industry in Nashville. They started with the opening of the Dixie Theatre on 5th Avenue, April 11, 1907, by Tony Sudekum; admission 5 cents, and the sole offering an "illustrated Song—Montana."

A printed brochure is being distributed at all Crescent houses telling the Nashville movie story from that day until the present, showing the Dixie front and a side glance at the newest Crescent house, the Tennessee Theatre.

All Crescent theatres are displaying special "50th Anniversary" pennants and Nashville newspapers carried a full page, three color ad in memory of the late Tony Sudekum, Crescent's founder.

Plan Expansion

RKO Theatres Mulls Buying Drive-In Units

Quarterly Profit Ended March 31, $1,268,000

(Picture on Page 4)

RKO Theatres is giving consideration to purchasing drive-in theatres under its plans for circuit growth and expansion, Sol A. Schwartz, president, told stockholders of List Industries Corp., the parent company, at a meeting held here Friday.

Schwartz declared that RKO Theatres has been approached in recent months with a number of offers concerning the circuit's acquisition of new houses "but thus far none of the situations offered would have been profitable for us."

Albert A. List, chairman of the board and president of List Industries, who presided over the meeting, also stated that "RKO would expand if such theatres were available and

(*Continued on page* 4)

Local Theatre Vital to Industry, U.S.: Harrison

"The local motion picture theatre is not only vital to the film industry as a place of entertainment and the industry's direct contact with the public, but through the years it has become more and more a focal point in the community, a safe gathering place for teenagers, an institution, second only to the churches and schools."

With these words, Alex Harrison, general sales manager of 20th Century-Fox, addressing the Federation

(*Continued on page* 2)

New M. P. Daily Column Of Comment Begins Tomorrow

Starting tomorrow in MOTION PICTURE DAILY, Tradewise, a new department of comment by Onlooker. It will appear several times weekly. Watch for it.

PERSONAL MENTION

ADOLPH ZUKOR, chairman of the board of Paramount Pictures, is scheduled to return to New York today from Hollywood.

•

Jerome Pickman, Paramount advertising-publicity vice-president, and **Sid Blumenstock**, advertising manager will return to New York today from Hollywood.

•

James Mulvey, president of Samuel Goldwyn Prods., has returned here from the Coast.

•

Nathaniel Lapkin, vice-president of Stanley Warner Cinerama, has returned to New York from Hollywood.

•

Herman King, of King Brothers, arrived in Detroit late last week from Hollywood.

•

Bernard Myerson, chief buyer for Fabian Theatres, was in Albany from New York.

•

Sir Tom O'Brien, M.P., general secretary of National Association of Theatrical and Kine Employees, returned to London on Sunday from New York via B.O.A.C.

•

Phil Isaacs has arrived in New York from Denver and will take over his new duties today as Paramount assistant Eastern sales manager.

•

Hugh Owen, Paramount's Eastern sales head, will return to New York today from Cincinnati.

•

Howard Dietz, M-G-M vice-president, returned to New York at the weekend from Washington.

•

Howard Strickling, M-G-M studio publicity head, is expected in New York today from the Coast.

See House Sustaining Cut in USIA Funds

From THE DAILY Bureau

WASHINGTON, April 14. – The House is expected this week to sustain an appropriations committee decision cutting by 26 per cent the funds sought for the U. S. Information Agency for the coming year.

The appropriations committee Friday voted to give the agency only $106,100,000, $37,900,000 below the budget request and $6,900,000 below the $113,000,000 it was voted for the current year.

Seadler View

(*Continued from page* 1)

women of the Councils should know of our plans and be part of them. Your activities on the local level are invaluable to us," he said.

The M-G-M executive reported on the success of the Academy Awards Sweepstakes and indicated that whereas this had been accomplished in a little more than a month, next year this activity would be put on a large-scale national basis.

"The Community Reel is now under way," he said, "and will be used extensively to show to local groups, service clubs, churches, schools and other civic organizations. It stresses the importance of the movie theatre, not only as the best source of entertainment, but as a means of bringing people out of their homes into contact with retail business. A lighted theatre is truly a beacon to the community."

Seadler also told the group about "Operation Movie-Going," personal star tours, and plans of the industry to make a study of advertising billings.

Federation Elects New Officers; Lauds DeBra

The Federation of Motion Picture Councils announced the following slate of officers elected for the ensuing year: president, Mrs. Dean Gray Edwards, Motion Picture Council for Queens; first vice-president, Mrs. W. Lashley Nelson, Jr., Philadelphia Motion Picture Preview Group; second vice-president, Mrs. R. H. Sass, Better Films Council of Sheboygan; secretry, Mrs. William G. Sullivan, Motion Picture Council of Greater Cleveland; treasurer, Mrs. Philip A. Ley, Motion Picture Council of Greater Youngstown.

Among the several resolutions passed by the Federation was one commending the efforts of Arthur H. DeBra, Director of Community Relations for the Motion Picture Association of America, who is retiring on May 1.

Moss to Europe for Tour of Film Centers

Charles B. Moss, executive director of the B. S. Moss Theatres and the Criterion Theatre on Broadway, will sail on the Queen Mary on Wednesday, April 24, for a four-week tour of European film production centers. He will view recently completed foreign films for contemplated showing at his theatres.

Moss will attend the annual Cannes Film Festival while abroad and will also visit Mannheim, Germany, to inspect the newly constructed National Theatre.

Six FMPC Delegates Against 'All Pay-TV'

A survey of six women delegates to the Federation of Motion Picture Councils conference on Friday by MOTION PICTURE DAILY disclosed that all "would not pay one red cent" to see films presented by any subscription television method whether on cables or through the airwaves.

The women, from Cleveland, Youngstown, Detroit, New York and White Plains, N. Y., said this following a speech by Milton Shapp of Jerrold Electronics which is supervising a cable theatre test in Bartlesville, Okla., in which subscribers would pay $9.50 per month for 13 first-run films which they would receive on television.

Won't Cut 'Grass' For N. Y. Censors

By FLOYD STONE

New York censors have asked him to cut some of "Bed of Grass," a Greek picture he feels has a message and also artistic integrity, and even after conferences with the Regents he hasn't been able to change their decision, and he is "mad and shocked," Richard Brandt said Friday at the offices of Trans-Lux, which he heads. He added he won't distribute the picture here, but will elsewhere after opening it in Washington with a splash.

The decision disturbs him, he said, because Trans-Lux is not in business "to make a fast buck," and its reputation in the trade is at least known. He doesn't know whether to go to court. Those who did, he knows, gained newspaper space and helped break down censorship, but for his company to do so might create "false sensationalism."

Compares Film to 'Bitter Rice'

His picture shows parts of Greece and a way of life little known and may be compared, he believes, with "Bitter Rice."

He and sales manager George Roth also told trade writers they have withdrawn "La Strada," except for New York, where it continues at the 52nd Street, and have dubbed it uniquely, and now have sold it virtually as an English language picture, and have obtained probably 6,000 bookings.

They are importing next a French-Spanish co-production with Betsy Blair, and an Italian picture with Edmund Gwenn. Harry Brandt will attend the Cannes Festival and hopes, they said, to pick up product for 1958.

Shapp Claims

(*Continued from page* 1)

to believe that theatre fare is also bad."

Reciting statistics to show the decline in theatre attendance, Shapp said that "the showing of top quality new films on television will serve to get people back into the theatres."

Pointing to the forthcoming cable theatre test in Bartlesville, Okla., by Video Independent Theatres—scheduled to start in late summer or on Labor Day, the Jerrold executive stated: "I fundamentally agree with Ernest G. Stellings, president of Theatre Owners of America, that exhibitors should adopt a watchful attitude and proceed with caution. I am also in accord with him that there are problems involved. I, however, oppose his viewpoint on the methods of control, and I feel that this viewpoint is based on his lack of knowledge of cable theatres."

Draws Distinction

Shapp also said "there is a difference between wire pay-TV and subscription television. That is, in cable theatre projection the exhibitor buys his own product and shows what he feels is best. In toll-TV, the programmer or franchiser selects the entertainments."

In discussing the Bartlesville test, the Jerrold executive said that the installation costs are four-fold to a theatre—from $11,000 to $50,000 for studio and projection; $3,000 per mile for wiring the town; $26 or $27 for tapping into a home, and additional miscellaneous costs.

Local Theatre Vital

(*Continued from page* 1)

of Motion Picture Councils here, on Friday accepted from that organization on behalf of Spyros P. Skouras, 20th-Fox president, its annual award, presented this year to 20th Century-Fox for having "produced the greatest number of pictures of exceptional merit in 1956 to which the Federation could give unreserved endorsement."

Harrison, in his talk, outlined the rise of the film industry since its early days, its struggle against the depression, radio and television, he told of the halcyon days of the 40's, and the development of the several new processes bringing the medium to its present technical eminence.

"The wonderful films we are making available to theatres everywhere this year," said Harrison, "makes the future look brighter than ever."

Harrison accepted the award at the Henry Hudson Hotel here, expressing Skouras' regrets for not having been able to be in the East to accept the citation in person.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

THE N.S.S. PRIZE BABY

SALUTES...

SPYROS SKOURAS'

FIFTEEN YEAR LEADERSHIP of

20th CENTURY FOX

S-W Income

(*Continued from page* 1)

was $2,007,700, equivalent to 93c per share on the outstanding common stock. This compares to $1,629,100, equivalent to 74c per share, on the common stock outstanding one year ago. This is a gain of 19c per share on the 2,153,099 shares of common stock now outstanding.

26-Week Net $4,207,700

The consolidated net profit of Stanley Warner Corp. and its subsidiaries for the 26 weeks ended Feb. 23 amounted to $4,207,700 after deducting depreciation and amortization amounting to $2,498,800, but before deducting Federal and foreign income taxes. This compares with a similar profit of $3,529,100 earned during the comparable period of the previous year when depreciation and amortization totaled $2,443,700. Provision for Federal and foreign income taxes was $2,200,000 as compared to $1,900,000 for the same period in 1956.

For the 13-week period ended Feb. 23 Stanley Warner had a net income after Federal and foreign income taxes of $1,038,158. This compares with $818,580 in the same period for the previous year.

Equals 48 Cents Per Share

The current income is equivalent to 48c per share on 2,153,099 shares of common stock outstanding, as compared with 37c and 2,188,852 shares in the comparable period for the year before.

Income from theatre admissions and merchandise sales, returns from tenants, etc., for the 13 weeks amounted to $28,505,716 as compared with $23,468,115 for the same period in the previous year.

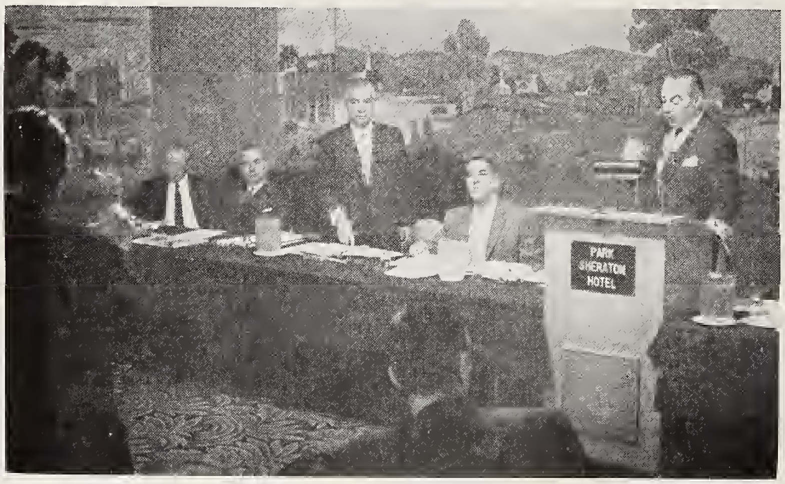
Stanley Warner, which operates approximately 260 theatres in the United States, is also the producer and exhibitor of Cinerama pictures. The International Latex Corporation is another wholly owned subsidiary.

Small Plans to Appeal Code Cuts of 'Monkey'

HOLLYWOOD, April 14—Edward Small, producer of "Monkey on my Back," formerly titled "Barney Ross Story," has announced he will appeal from the Production Code Administration ruling calling for the elimination certain scenes deemed in violation of the code.

Small said, "Our story does not glorify the user of narcotics." Particularizing, he said, "Geoffrey Shurlock is a man I have always respected. In ruling against the film because of one scene which shows the method of taking morphine, he was living up to the rules of the book. Our scene shows Ross at his lowest ebb, at the moment when he recognizes that his life is gone. It is essential to the story that every member of the audience be repelled by the spectacle of a man caught by the habit."

Small said United Artists will file an appeal on his behalf.



M.P. DAILY picture

REPLIES COURTEOUS, and reassuring, came Friday morning from RKO's Sol A. Schwartz, and Albert List, standing, and other List Industries officers, to inquiring stockholders. With them, A. Louis Oresman, A. H. Parker, Jr., and William F. Whitman.

RKO Theatres Eye Drive-ins

(*Continued from page* 1)

if it were not in violation of the consent decree."

List gave stockholders an optimistic picture on operations of List Industries for 1957 and on "its policy of diversification." He said that earnings for the first three months of 1957 ended March 31, amounted to $2,076,000 before taxes. He said that RKO Theatres' profit in this period was $1,268,000.

List, in reply to stockholder questions, said that the company is in a strong position, having $21,000,000 in cash on hand. He also said that the company spent $1,561,000 for advertising in 1956 and that RKO Theatres is involved in anti-trust suits seeking a total of $181,000,000 in damages.

The stockholders elected a slate of 13 directors which include William A. Broadfoot, Theodore R. Colborn, William J. Durocher, David J. Greene, Dudley G. Layman, Albert A. List, Vera G. List, Royal B. Lord, A. Louis Oresman, A. H. Parker, Jr, Edward C. Raftery, Anthony Scala and Schwartz. Also, they approved amendments to the incentive stock option plan, a number of the options to key executives being granted six months ago.

At the directors' meeting held in the afternoon, the following officers were re-elected: Albert A. List, chairman of the board and president, William A. Broadfoot, vice-chairman of the board, Sol A. Schwartz, executive vice-president, Dudley G. Layman, financial vice-president, William F. Whitman, secretary and general counsel, Fred E. Squire, treasurer, H. E. Newcomb, comptroller, Louis Joffe and Lloyd G. Wilson, assistant secretaries and Edward W. Avery and E. R. Chadwick, assistant treasurers.

At a meeting of the board of directors of RKO Theatres, Inc., held the same day Sol A. Schwartz was re-elected president and the following officers were also re-elected: Albert A. List, chairman of the board, Dudley G. Layman, financial vice-president, William W. Howard, vice-president, T. F. O'Connor, vice-president, William F. Whitman, secretary; Fred E. Squire, treasurer and H. E. Newcomb, comptroller.

ABC Vending's Sales 'Highest in History'

ABC Vending Corporation in 1956 had the highest annual sales in its history at $53,645,041, Charles L. O'Reilly, chairman, and Jacob Beresin, president, will inform shareholders in the tenth annual report, which will be issued today.

Sales represented a 6.9 per cent increase over the $50,172,202 reported for 1955. Net income after taxes for 1956 of $1,632,172 was equal to $1.62 per share on 1,010,199 shares of common stock. This compares with earnings of $1,564,038 in 1955, or $1.54 a share on the stock currently outstanding.

About 78 per cent of 1956 sales of ABC came from personally-attended stands in indoor theatres, drive-in theatres, transportation terminals and industrial plants, while the balance was derived from the ownership and operation of automatic vending machines.

Rossi Appointed RKO Latin America Head

Francisco Rossi has been promoted to the post of supervisor of Latin America for RKO Radio Pictures, effective immediately, Walter Branson, vice-president in charge of world-wide distribution, announced at the weekend.

Rossi, who has been manager of the Panama office since he joined RKO in 1950, will continue to have his headquarters in Panama. In his new position he replaces Michael Havas, who resigned at the beginning of the year.

Rank Slates

(*Continued from page* 1)

will be "Reach for the Sky," "Pursuit of the Graf Spee" and "A Town Like Alice."

Geoffrey Martin, director of advertising, publicity and exploitation, discussed plans for promotion of the product. The assembled group of regional and branch managers also heard from Steve Edwards, advertising and publicity manager; Leo Pillot, exploitation manager, and Leslie Roberts, secretary-treasurer.

Goldwyn Loses

(*Continued from page* 1)

previously had announced that they would appeal to the U. S. Supreme Court if today's ruling went against them, there was a "no comment" from the office of Goldwyn's chief attorney Joseph L. Alioto.

Meanwhile, Judge Murphy set June 10 for the start of the trial during a meeting with counsel for both sides after the appeals court ruling on Friday had been announced on the mandamus action.

Columbia, Warwick

(*Continued from page* 1)

gotiations between Lew Wasserman, president of the Music Corporation of America, and attorney Harold Berkowitz, representing Irving Allen and Albert R. Broccoli, the principals of Warwick, and Columbia executives at the studio.

Ray Luetke, 61

WASHINGTON, D. C., April 14.—Ray E. Luetke, motion picture technical advisor for the U. S. Information Agency, died here Thursday at the age of 61. He will be buried in New York City at a time to be announced at a later date.

Before joining the government in the motion picture department of the Office of War Information in 1943, Luetke held several posts in the film industry.

Luetke first worked for Paramount Publix as an accountant and after that was with United Artists and Columbia.

Kronenberg Resigns

Abe Kronenberg, director of special events of Warner Bros. Pictures, Inc., for the past 12 years, has resigned from the company, it was announced at the weekend. He previously was promotion and exploitation manager for the WB short subjects department. He will announce his future plans shortly.

Jurists See '12 Men'

More than 40 prominent New York jurists and officials of the Legal Aid Society joined star Henry Fonda, producer Reginald Rose and director Sidney Lumet at the premiere of United Artists' "12 Angry Men" at the Capitol Theatre here on Saturday.

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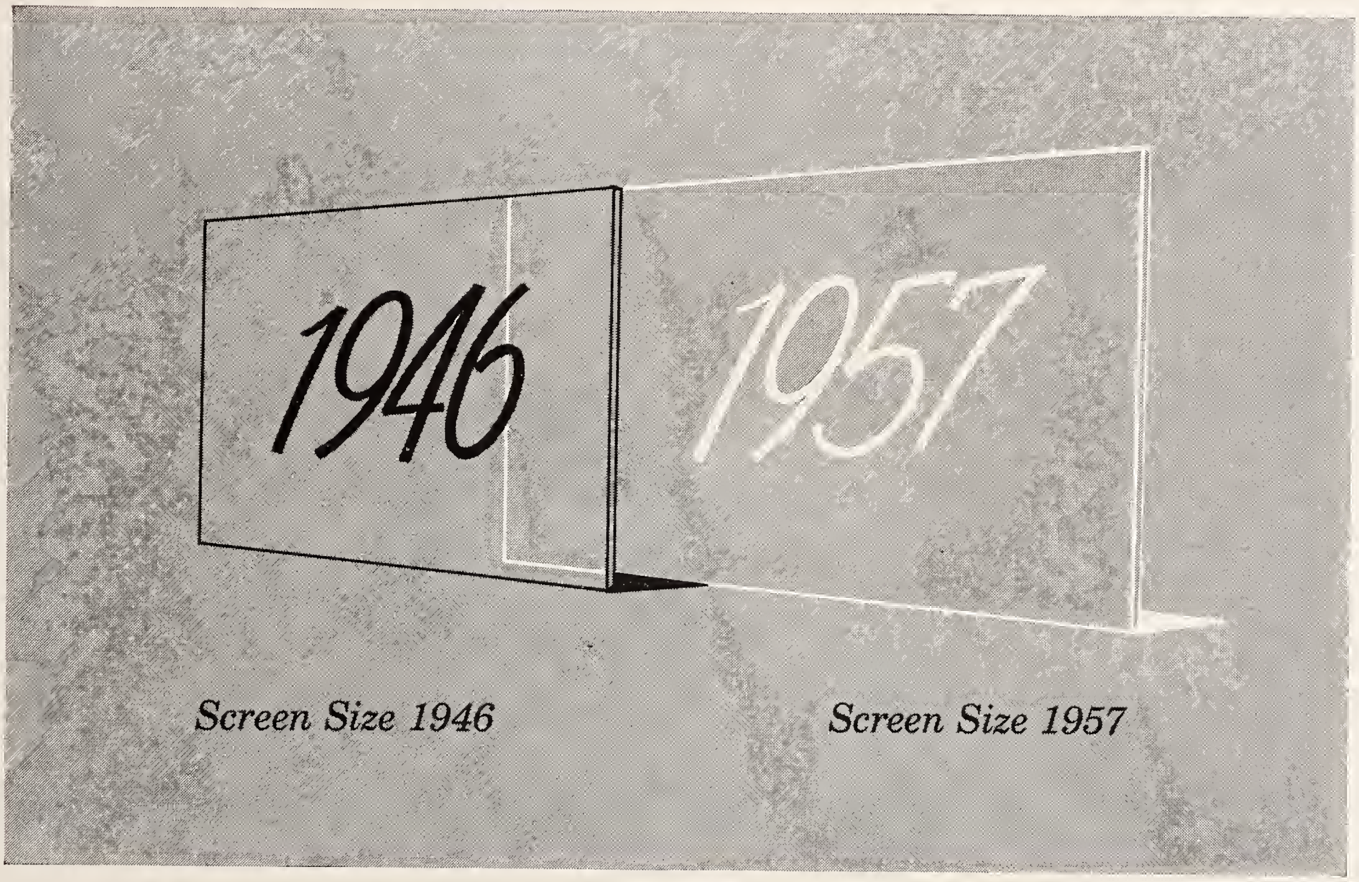

Screens have doubled in width over the past eleven years. These larger screens impose stringent demands on projector carbons for increased light at minimum cost. This challenge has been met by "National" carbons.

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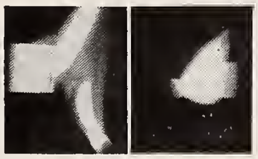

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Television Today

'Wild Bill' to Screen Gems

Screen Gems, Inc., television subsidiary of Columbia Pictures, has purchased the assets of William F. Broidy Productions, Inc., which include 100 films produced to date for the "Wild Bill Hickok" series.

The studio will continue to produce the show in full color for the Kellogg Co. through the Leo Burnett Agency. Guy Madison and Andy Devine will continue as co-stars of the series.

New Atlantic Package

The Atlantic Television Corporation expects to have 13 additional top film features to offer by the year's end. The package will be known as the Blockbuster Package,

NBC Stations to Carry Educational Programs

Some—and perhaps all—of the five regular weekly education programs prepared by the NBC Educational Television Project are being, or soon will be, carried by six NBC-owned stations on a delayed basis by kinescope recording. The programs were undertaken in cooperation with the Educational Television and Radio Center at Ann Arbor, Mich.

The six stations are WRCV-TV, Philadelphia; WRC-TV, Washington, D. C.; WNBC, Hartford, Conn.; WBUF, Buffalo, N. Y.; KRCA, Los Angeles, and—as previously announced—WRCA-TV, New York. The seventh station, WNBQ, Chicago, cannot carry the programs, since they are already being telecast by WTTW, Chicago's educational television station.

IN OUR VIEW

SPYROS P. SKOURAS, the redoubtable, energetic and showmanwise president of 20th Century-Fox Film Corporation, and responsible for that company's half ownership in the NTA Film Network, was chatting more or less informally during a breakfast session at the NARTB convention in Chicago last week. What he had to say made remarkably good sense (usually does), and acquired special significance in view of the background and present position of the speaker.

He declared it would be a "great disaster if motion pictures or television absorbed each other." That's what we've been saying for quite a spell now. Each one, we contend, has a well-defined and to an extent mutually exclusive place in the entertainment scheme of things. Mr. Skouras put it another way: "Both media offer great possibilities and service to the public and should be independent of each other."

The 20th-Fox head said that this company will make available to television its entire physical, financial and creative resources, provided there is a demand. The last phrase is significantly to be taken into account.

There can be little question of the demand. It stands simply to reason that television, network-wise, cannot and could not supply that insatiable TV maw with all the fuel it requires for sustenance, without the aid and assistance of that gigantic source of entertainment on film — the motion picture industry. It is inevitable that a way should be found, as it has, for television to utilize that product. The inexorable economic law of supply and demand must work its will in this instance as in all others.

•

But that, of itself, absolutely need not mean in any sense the demise of theatrical motion pictures, as such, or the film theatre, although there may be some changes in the theatrical motion picture theatre picture across the country. There is room and to spare for both forms of entertainment, and each will continue to do well in its appropriate place. Mr. Skouras cites a four to five-year lapse between theatrical release and TV showing, as "perfect," and that seems reasonable and sensible, while he points out that motion pictures are not "old," that there is always a fresh audience for them, and that "at most, only about 15 per cent of the population see a film in theatrical release."

Automation in industry does not destroy labor; it makes more jobs for more people. Television need not destroy motion pictures, it can whet the appetite of more people to see more pictures—in the theatre as well as at home.

—Charles S. Aaronson

N.Y. 1st-Runs Slated by Fox

20th Century-Fox has set New York first-run engagements for 12 CinemaScope productions through August.

The Roxy leads with five to follow the current "Heaven Knows, Mr. Allison." They are "Boy on a Dolphin," "Desk Set," "Island in the Sun," "An Affair to Remember" and "The Sun Also Rises." Beginning in May the Paramount will play "China Gate," "The Way to the Gold," and "Bernadine." The Victoria has booked "The Wayward Bus" for May, and either it or the Astor will play "A Hatful of Rain" in July. Currently at the Palace is "The River's Edge."

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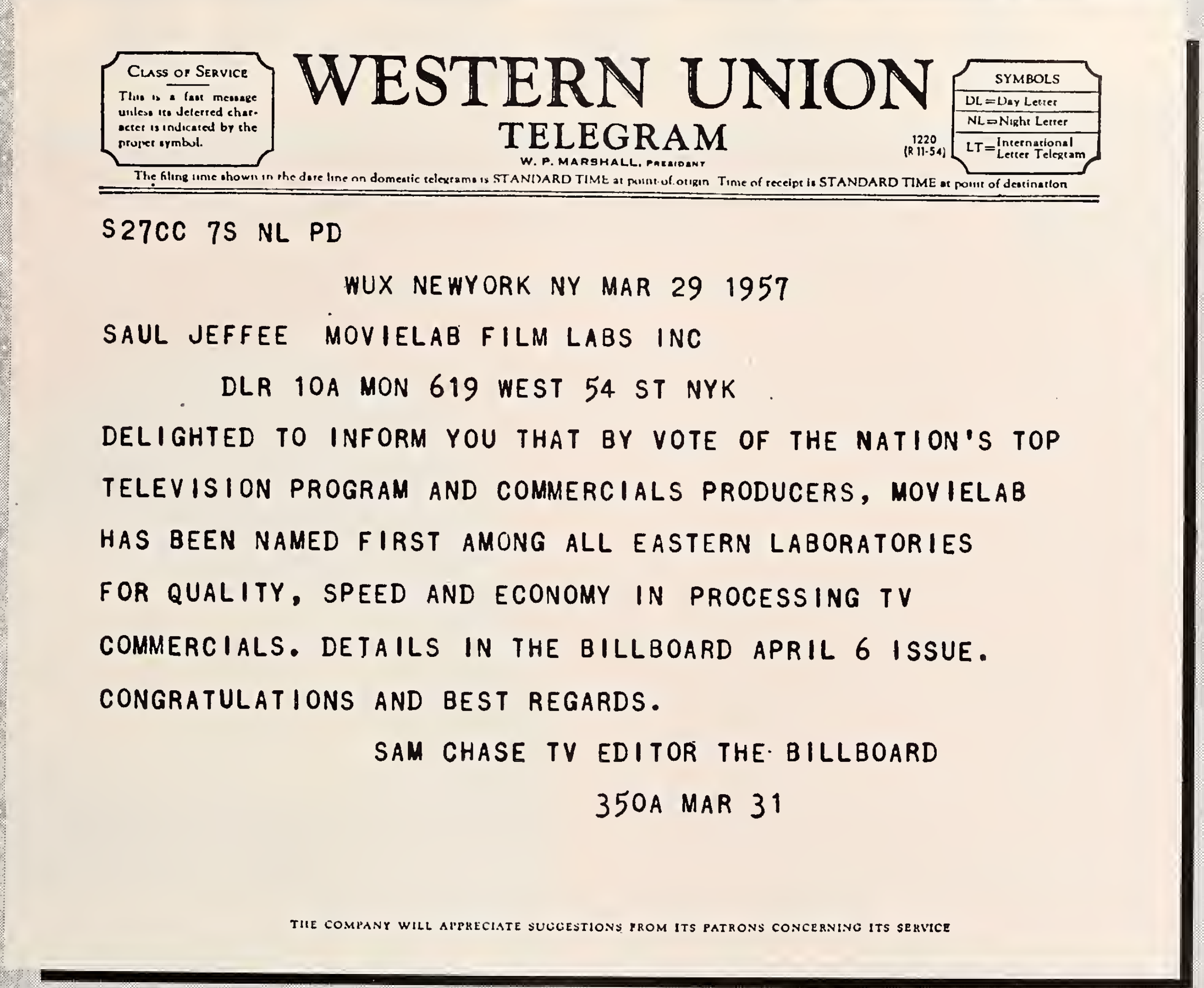

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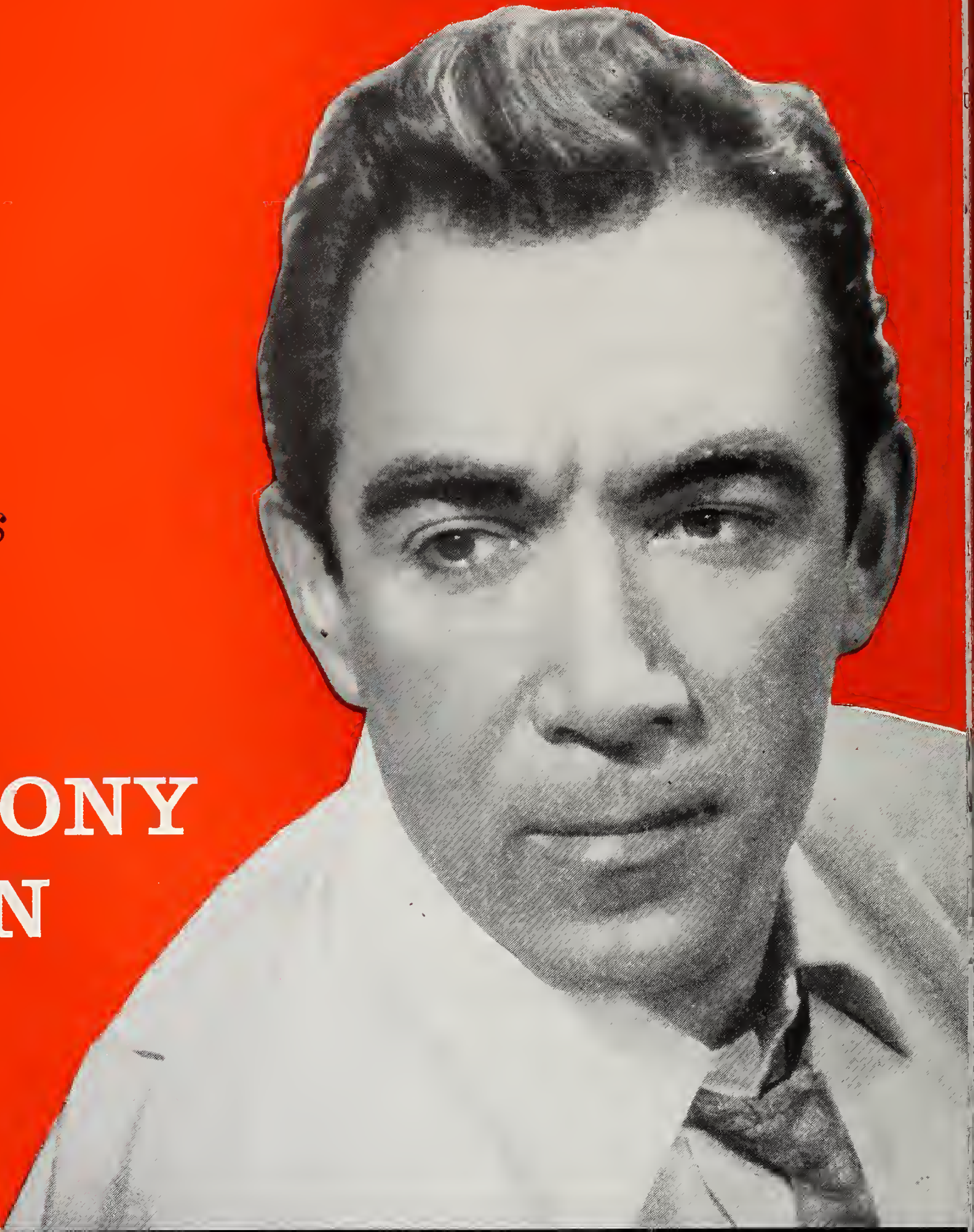

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 81, NO. 73 NEW YORK, U.S.A., TUESDAY, APRIL 16, 1957 TEN CENTS

Producers Tour

Find 1st-Runs In Suburbs Good Practice

Exhibitors Report Grosses Boosted by Such Bookings

By LESTER DINOFF

The opening of pictures on a first-run basis in suburban theatres located in populated areas instead of in downtown metropolitan houses is boosting grosses "on good, commercial product," according to independent producer Lindsley Parsons and associate producer John H. Burrows. The two are now touring the country meeting exhibitors and gaining first-hand knowledge of field conditions.

Parsons and Burrows, who recently completed three films for Allied Artists release and have scheduled three more for production within the next few months, declared:

"The industry is getting itself into

(*Continued on page* 7)

Illinois Variety Sets John Balaban Fund

From THE DAILY Bureau

CHICAGO, April 15.—A John Balaban Memorial Fund has been established by the Variety Club of Illinois, with James Coston, head of Coston Enterprises, as chairman. Others on the committee are Jack Kirsch,

(*Continued on page* 7)

NTA Files with SEC To Offer Debentures

National Telefilm Associates, Inc., has filed a registration statement with the Securities and Exchange Commission covering a proposed offering of $7,500,000 of convertible subordinated

(*Continued on page* 10)

Television Today

Page 10

See Mexico's Churubusco Studio Forced to Close Down by Deficits

Special to THE DAILY

MEXICO CITY, April 12 (By Air Mail)—The Churubusco Motion Picture Studio, newest and largest in Mexico, is facing the possibility of having to close, due to a progressively worsening financial deficit, according to an announcement by Emilio Azcarraga, chairman of the board. He is also the studio's principal stockholder and a leading local exhibitor.

Since the studio opened in 1946 and until the close of business last Dec. 31, it has lost $940,000, Azcarraga said. Competing studios that are not so well equipped are doing much better than Churubusco, he added. He cited "unfair competition" and "labor troubles" as the chief reasons for the studio's difficulties.

Meanwhile, the Motion Picture Producers and Distributors Assn. here issued a statement denouncing "alarm-

(*Continued on page* 7)

100 Industry Leaders Join UJA Campaign

Leon Goldberg

More than 100 motion picture and other amusement industry leaders have joined Leon Goldberg, vice-president of United Artists and chairman of the group's drive for the United Jewish Appeal, in the current campaign on behalf of the world-wide humanitarian organization. The efforts of the executives will reach a climax at the annual luncheon meeting of UJA's Motion Picture and Amusement Division on Thursday, May 23, at the Park Lane Hotel here.

Members of the UJA steering committee are Barney Balaban, Robert S. Benjamin, Harry Brandt, Simon H. Fabian, Abe Montague, Herman Robbins, Samuel Rosen, Adolph Schimel,

(*Continued on page* 7)

Licenses in Egypt Head Agenda of MPEA

Discussions on import licenses in Egypt will head the agenda of the meeting of the board of directors of the Motion Picture Export Association here tomorrow. The MPEA directors will also discuss legal fees and remittance problems existing in the Philippines.

Other matters on the agenda include bank account problems in India; the Cannes Festival budget, and film board budget in Italy.

British Tax Reduction Proves No Help To Cinerama Theatre; Now Paying More!

By WILLIAM PAY

LONDON, April 12 (By Air Mail)—Already reputed to be the highest taxed theatre in the world, the Casino, London home of Cinerama, is in the unique position of having to pay more entertainment tax as a result of the Chancellor's £6,500,000 tax remission.

Pat Spellman, manager of the Casino, complains: "The tax reduction means that we actually are worse off by £15 ($42) a performance. While there is a reduction of a halfpenny (½d.) and onepenny (1d.) respectively on the 6s. 6d. (sixshillings and sixpence) and 8s. 6d. (eight shillings and sixpence) there is an increase of onepenny (1d.) on the 12s. 6d. (twelveshillings and sixpence) and 15s. (fifteen shillings) seats."

Seat prices at the Casino are high by cinema standards. They range from 6s 6d (six shillings and sixpence) to 15s. (fifteen shillings), and the tax remission has been designed to give greatest relief on the cheaper seats. Cinerama opened at the Casino in September 1954. It was replaced by "Cinerama Holiday" a year ago.

Reserve Decision

Justice Not Against New AB-PT House

Exhibitors Claim Would Restrain Competition

By JAY REMER

The anti-trust division of the Department of Justice said yesterday that it is not opposed to American Broadcasting - Paramount Theatres' proposed acquisition of the Mercury Theatre in Chicago.

In a hearing before Judge Palmieri in Federal District Court in New York, Maurice Silverman, counsel representing the government, said Justice had given it careful consideration and had concluded that competition would not be unduly restrained

(*Continued on page* 10)

Eyssell on N. Y. Fund Corporations Committee

G. S. Eyssell

G. S. Eyssell, president of Rockefeller Center, Inc., and chairman of the board of Radio City Music Hall, is a member of the corporations committee of the 1957 campaign of The Greater New York Fund, according to Percy J. Ebbott, campaign chairman.

Eyssell holds membership on the board of directors of many prominent clubs and associations including The New York Convention and Visitors Bureau and The Fifth Avenue Association.

New M. P. Daily Column Begins Today on Page 2

Tradewise, a new department of comment by Onlooker, begins today on Page 2. It will also appear several times weekly. Watch for it.

PERSONAL MENTION

DORE SCHARY will leave here on Thursday for Europe.

•

LEO F. SAMUELS, president of Buena Vista, has left New York for a vacation in Florida.

•

RICHARD W. ALTSCHULER, Republic Pictures vice - president in charge of worldwide sales, is recuperating at his home here following an illness.

•

PHILIP F. HARLING, Fabian Theatres executive, has left here with his family for a vacation in Florida.

•

P. T. DANA, Universal Pictures Eastern sales manager, left New York yesterday for Buffalo, Cleveland and Pittsburgh.

•

SOL HUROK is scheduled to arrive in New York from London tomorrow via B.O.A.C.

•

NED GLASER, manager of the State Theatre, Harrisonburg, Va., has been elected president of the Harrisonburg-Rockingham Junior Chamber of Commerce.

•

JEAN AMOS, head booker of Kay Film Exchange, Atlanta, was married in Dallas, Ga., to JAMES E. CRAIG.

Wisc. Variety Will Open Epilepsy Clinic

MILWAUKEE, April 15.–Under the sponsorship of the Wisconsin Variety Club, Tent No. 14, a diagnostic center for epilepsy and related disorders will be opened at Mount Sinai Hospital here Wednesday .

The clinic will be the first non-governmental center of its kind in Wisconsin. Variety will finance and has pledged $10,000 to equip, furnish and decorate the center, which will be on the second floor of the newly remodeled section of the hospital. The club will give a minimum of $25,000 a year to maintain it.

'Face' in Tri-City Bow

"A Face in the Crowd," Elia Kazan's production of Budd Schulberg's story for Warner Brothers, will have a tri-city "Your Favorite Charity" benefit world premiere on Tuesday, May 28, here, in Chicago and in Hollywood, with the opening night proceeds going to organizations specified by individual ticket-holders.

TRADEWISE

By ONLOOKER

THE jovial and well informed Gerald M. Loeb, amusement securities specialist of E. F. Hutton & Co., brokers, makes no secret of the favorable opinion he holds currently of 20th Century-Fox prospects. Loeb says the world of motion picture finance has required only a minor part of his time of late but he expects that to be changed almost at once. Brightening prospects on all sides, he says, make the film securities field well worth observing closely now. Judged by recent market behavior, there are others in the financial know who share his views of the outlook for 20th-Fox. It and Paramount, in case you haven't noticed, have been active and strong for some time.

Loeb plans to make his annual Hollywood visit in mid-summer this year. He makes the trip by motor, pausing often to note theatres in out of the way towns while crossing the continent, noting their current attractions, the condition of the theatres, indications of the state of business, and evidences of film promotion activity by the exhibitors, if any. In Hollywood, he gets around to most of the studios, to screenings of new product and into conversation with most of the key film makers. These are but a few of the reasons why he's usually up on what's going on in the industry and what the effect may be on amusement securities, his business.

DISTRIBUTION CIRCLES are wondering about the report that Universal earns only 15 per cent on the older (already sold) RKO Radio releases. The earlier impression was that the minimum distribution fee was 18 per cent or more. Actually the charge is higher for handling those films which were unsold as of the time the RKO sales force was disbanded. . . . The Chicago trade says David Wallerstein is most likely to succeed the late John Balaban as head of Balaban & Katz, with an advancement for Nate Platt not unexpected, either. . . . Steve Broidy told Dallas exhibitors last week that Allied Artists is "at the crossroads. It can either take the course taken by two other companies (presumably, RKO Radio and Republic), or consider whether its future is a good calculated risk from a stockholders' standpoint. Exhibitor support in the immediate future can pretty well decide which it will be, Broidy said.

INDUSTRY GAGSTERS, aware of the flock of rumors of possible proxy contests always in circulation in this season of annual stockholders' meetings, were quick to seize upon United Artists' first public issue of securities to get a laugh. "Have you heard," they're asking before the stock is on the market, "about the threatened U.A. proxy fight?". . . Genial Jim Mulvey, just back from the Coast, after sitting in on last week's hearing in San Francisco Federal court on the latest phase of the Samuel Goldwyn Prods. anti-trust complaint against Fox West Coast Theatres, believes a trial of the case this year is not improbable, despite the complexities of the litigation to date and the virtual certainty of an appeal to the U. S. Supreme Court on the issue of whether seven or 27 pictures may be included in the action.

THE MINISTRATIONS OF an experienced arbitrator were very nearly required in an aftermath to the top level conference last week on reviving the industry arbitration conferences. Seems Ernest Stellings of TOA was about to inscribe invitations to the regional exhibitor organizations to attend the initial conference on May 13 when Allied States' Julius Gordon protested that it was not a party being given by the two national exhibitor organizations. Words were exchanged and eventually the agreement was reached not to issue "invitations" but to notify the regionals of the scheduled meeting, letting them know they were welcome to attend it and, if interested, to let MPAA's Ralph Hetzel know. After all, the idea for last week's meeting was Eric Johnston's, not TOA's, or Allied's.

Theatre Admits Kids Free On Owners' Memorial Day

Special to THE DAILY

GREENFIELD, Mass., April 15– When Louis Rosenzweig, who built the Victoria Theatre here, died, he left a will allowing funds for a Rosenzweig Victoria Day to be held each year. On this day all children under 12 years living in Greenfield would be admitted to the theatre free, the bill to consist of either westerns or comedy features.

The "day" was held for the first time recently with a capacity crowd of children attending. Although there are ample funds left for this project, film companies have donated product and the theatre management (now operated by his son-in-law) donated free bags of candy. It is expected that Rosenzweig Victoria Day will become an annual event.

Approve Bill to Block Sale of Gen. Aniline

WASHINGTON, April 15. – The Senate Judiciary Committee approved a bill to block the government from selling next month most of its controlling interest in the General Aniline and Film Co.

The bill would freeze all government-held alien property until Congress makes a final decision on its disposition. Sen. Johnston (D., S. C.), chief Senate sponsor of the bill, said he hoped the Senate would pass the bill late this week.

The committee vote for the measure was 8 to 5.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
AUDREY HEPBURN • FRED ASTAIRE
in
"FUNNY FACE"
co-starring KAY THOMPSON
A Paramount Picture
and THE MUSIC HALL'S GREAT EASTER STAGE SHOW

MOVIELAB
TV
FILM SERVICE CENTER
• EDITING ROOMS
• STORAGE ROOMS
• SHIPPING ROOMS
• OFFICES
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JUdson 6-0367

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

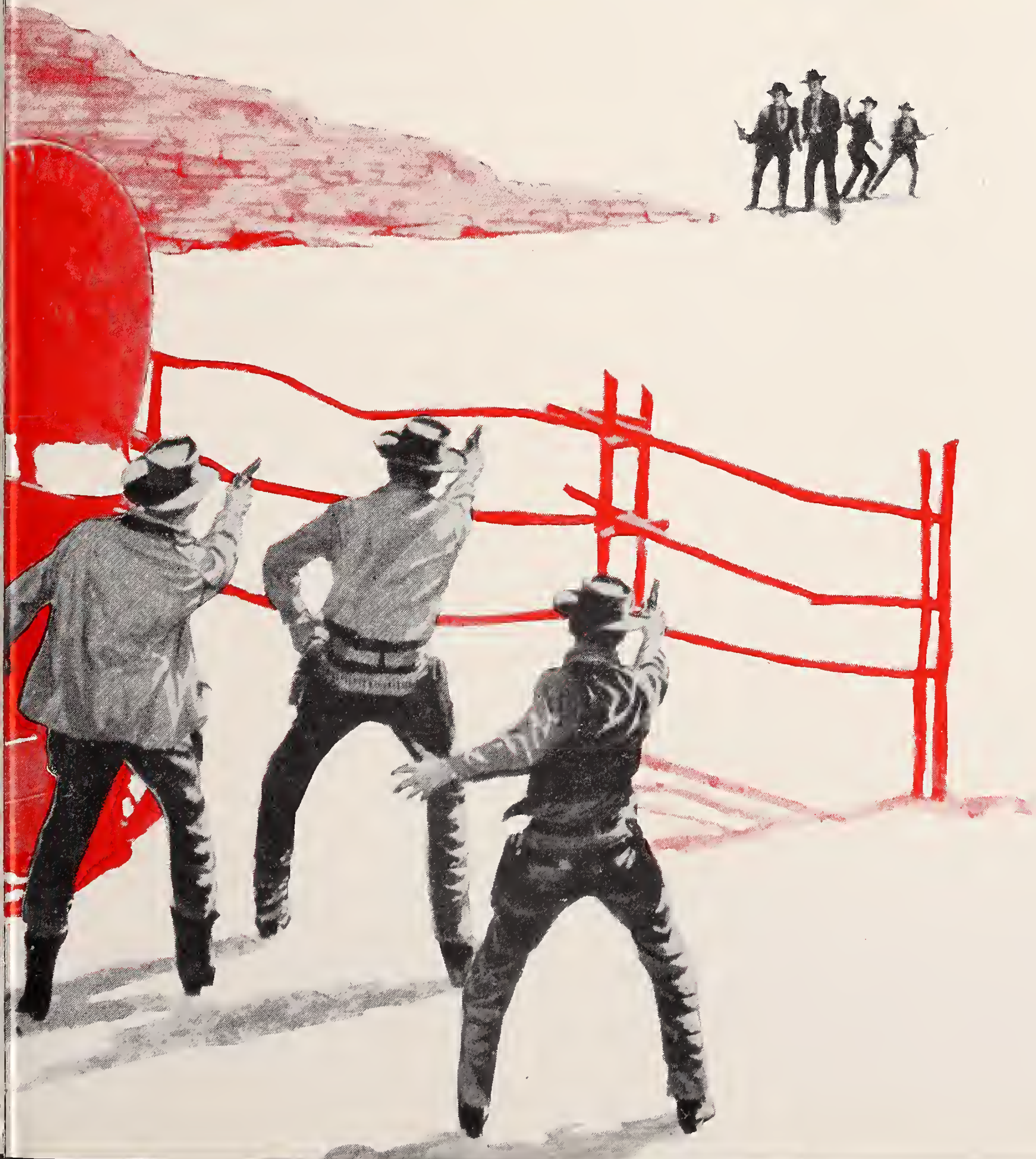
THE NEW STANDARD FOR ALL BIG WESTERNS OF THE FUTURE

Produced by Hal Wallis for Paramount

Four years ago, Paramount gave the western new boxoffice stature with a picture called "Shane." Since then, it has been the criterion for all westerns to aim for—though up to now, none has equalled its success.

Now Hal Wallis, whose talent for combining the unusual with sure-fire boxoffice handling, has made a western which takes a giant stride beyond "Shane." He has given it great stars, lavish production and dramatic perception that put it in a class by itself.

It's the story behind the strange events which made guns go off one deadly day at the O.K. Corral. It's the picture that creates a new boxoffice yardstick against which all big westerns of the future will be measured.



TWO TOWERING
IN A HU
PRO

It's the Biggest thing you could play for

DECORATION DAY

Holiday crowds see it May 29th at New York's Capitol Theatre

VISTAVISION

BURT LANCASTER · KIRK DOUGLAS

Co-starring

RHONDA FLEMING · JO VAN FLEET · JOHN IRELAND · TECHNICOLOR®

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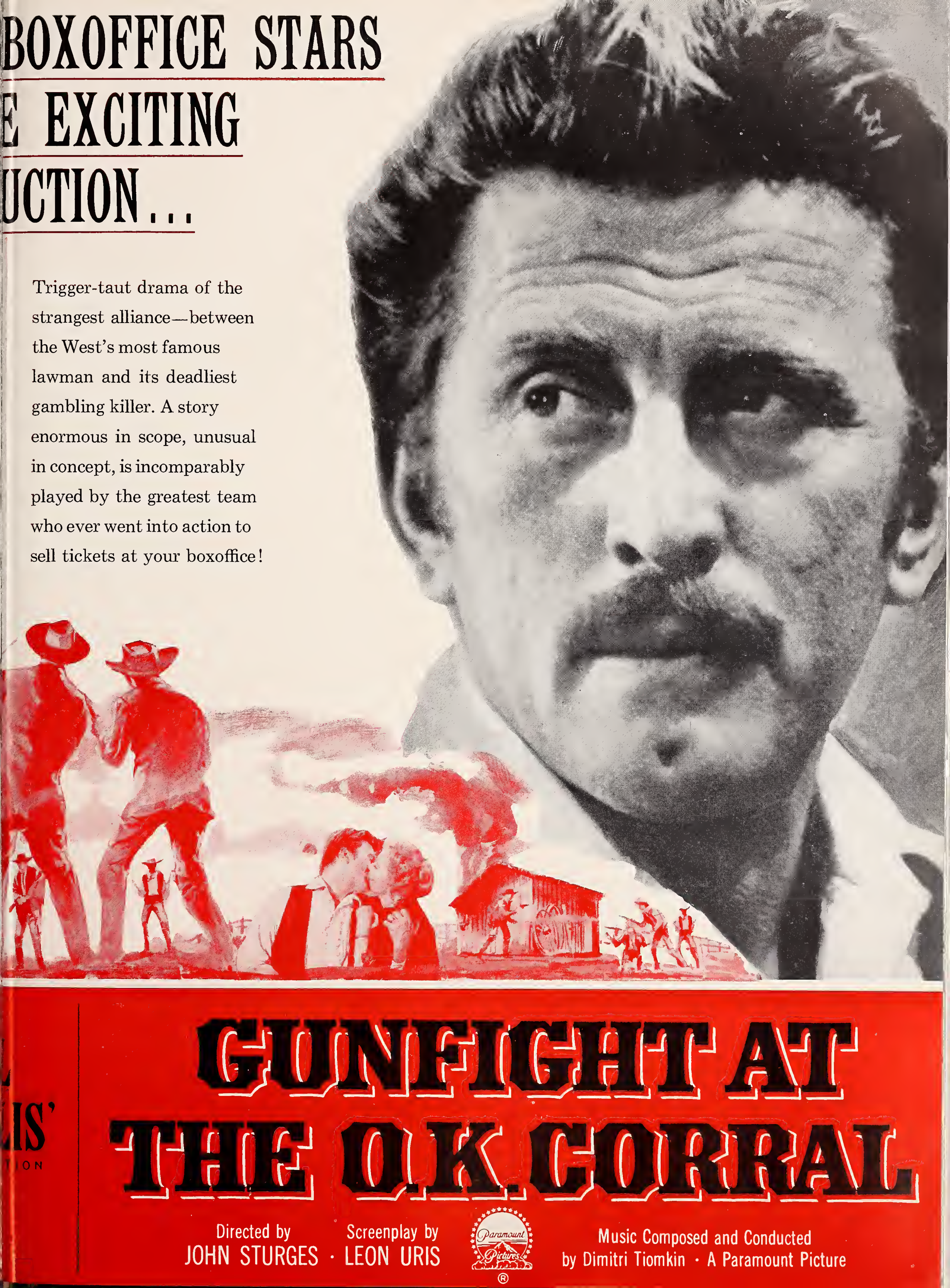
PROD



BOXOFFICE STARS
E EXCITING
UCTION...

Trigger-taut drama of the strangest alliance—between the West's most famous lawman and its deadliest gambling killer. A story enormous in scope, unusual in concept, is incomparably played by the greatest team who ever went into action to sell tickets at your boxoffice!

IS'
ION

GUNFIGHT AT THE O.K. CORRAL

Directed by
JOHN STURGES · Screenplay by
LEON URIS

Paramount Pictures ®

Music Composed and Conducted
by Dimitri Tiomkin · A Paramount Picture

National Pre-Selling

"SWEET Smell of Success," the U. A. film produced by Hecht, Hill & Lancaster, will have the benefit of a strong pre-selling campaign in national magazines. On the news stands during the months of May, June and July, full page ads will appear in "Life," "This Week," "Time," "Seventeen," "Esquire" and "The New Yorker." Two facing half pages will be used in "Look." The ABC circulation figures for these publications come to almost 26,000,000.

•

"Funny Face," reports "Life" in the April 15 issue, "was largely made in Paris." That may be, but the color scenes made on the production sets and reproduced in this issue must have been made in Heaven. Audrey Hepburn, appearing as Miss Solar Spectrum, is a perfect subject for the splendid color reproductions. She is shown fishing from a river barge. She even manages to do what almost no angler on the Seine ever does—she catches a fish!

•

Liza Wilson, Hollywood editor of "The American Weekly," wrote a very interesting personality story on Deborah Kerr for the April 14 issue. Deborah's latest film, "Heaven Knows, Mr. Allison," is prominently mentioned in the article.

•

Keeping Posted in "The Saturday Evening Post" for April 13 uses a still of James Stewart from "The Spirit of St. Louis," accompanied by text, including a quote from William Zinsser's laudatory review in the New York Herald Tribune. The Charles A. Lindbergh Pulitzer Prize book appeared in the "Post."

•

The "Raintree County" story in the April 30 issue of "Look" is led off by a two-page spread in full color featuring a photo of Elizabeth Taylor, disporting herself in Paradise Lake dressed in a pre-Civil War bathing dress. "This," reports "Look," is a Yankee "Gone With the Wind," an M-G-M picture depicting life in rural Indiana before and after the Civil War.

•

Cecil B. DeMille was deeply impressed by a review on "The Ten Commandments" appearing in the January issue of "Seventeen." Many of the articles in this edition were written by teen-agers. The review was written by Dorothy Rupenian, a 19-year-old Astoria, Long Island, girl. DeMille said in a letter to the publisher of "Seventeen," "Nothing could make me happier than to realize, as Miss Rupenian's review makes me realize, that this picture succeeds in speaking across the generations to younger minds."

WALTER HAAS

FEATURE REVIEWS

Man Afraid

Universal-International

Built on a simple thesis, sensitively directed by Harry Keller, and firmly acted by George Nader, Tim Hovey and Phyllis Thaxter, this adds up to a solid, if unspectacular melodrama.

The story thread, logical enough in the beginning, sags a bit under the strain of supporting its quota of suspense, but the terror is maintained by excellent photography and, in the chase sequences, by Tim Hovey's small boy acting. Nader is a minister who, in fighting off a prowler in his home, unintentionally kills him. Eduard Franz as the father of the prowler, demented by the loss of his son, menaces the life of Nader's son, Hovey. Nader's attempts to reason with Franz, his fear for his own son, and a dramatic chase lead with heightening suspense to the climax.

Except for the faltering story line, involving Nader's conflict with fear, heightened when he is unable to convince the police there is any real danger to his son, the production is taut and well paced. Phyllis Thaxter is excellent as the mother whose eyes are injured in the attack by the prowler. Production is by Gordon Kay and the screenplay by Herb Meadow from a story by Dan Ullman. Running time, 84 minutes. General classification. Release, in June.

J. D. Ivers

The Big Caper

United Artists

Arson, death by strangling, purposeless floggings, bombing of a school, a detailed study of the robbery of a bank vault, and tender romance are the diverse ingredients of this venture into crime which, in formula at least, closely resembles a recent French import devoted to safecracking.

Rory Calhoun and Mary Costa carry the romance and the grotesque character parts are well played by Robert Harris as a hideously senile arsonist, and Corey Allen as a degenerate strong-arm man. Miss Costa, lately of television, shows great promise in spite of the limitations of her part. She and Calhoun are planted in a small town as a respectable married couple by James Gregory, leader of the gang planning a million dollar bank robbery. Proximity leads to romance and the desire to go straight, although Miss Costa is Gregory's moll. But they are so deeply enmeshed in the plot that they dare not quit. At the last moment Calhoun tries to stop the plan, fails and after a vicious fight with Gregory, calls the cops.

The atmosphere of realism is spoiled by the overdrawn characters and the emphasis on unmotivated cruelty. Running time, 84 minutes. Adult classification. Release, in June.

J. D. I.

Shoot-Out at Medicine Bend

Warner Bros.

Randolph Scott, as sturdy and venerable as the Western itself, is once more cleaning up a hotbed of villainy and skullduggery in one of those picturesquely-titled Western towns, this time Medicine Bend. There is no difficulty in guessing the outcome or even some of the plot manipulations in the middle. But there's a pleasantly old-fashioned aura about the film, it's nicely directed by Richard L. Bare, there's a good deal of action and it's acted by a competent cast.

Scott, an Army captain, and his two sidekicks return from the Indian wars looking for peaceful civilian days only to discover Scott's brother killed by some attacking Sioux. Scott discovers his brother's gun is loaded with faulty ammunition and learns the small community's supplies are bought in Medicine Bend. The three buddies take off for the town and have their clothing stolen on the way. Some Quakers provide them with clothes and the garb provides them with a good mask until they discover the trouble.

This isn't difficult to locate as James Craig, the local big shot, seems to run everything in Medicine Bend. Some hard riding, shooting and fighting ensue before all the bad men get theirs and Medicine Bend gets law and order. Angie Dickinson and Dani Crayne provide the meagre love interest, and James Garner and Gordon Jones are Scott's helpmates. Richard Whorf produced and John Tucker Battle and D. D. Beauchamp wrote the screenplay.
Running time, 87 minutes. General classification. Release, in May.

Jay Remer

Hellcats of the Navy

Columbia

Hollywood, April 15

Produced with full cooperation of the U.S. Navy, and about to be made the subject of an intensive exploitation campaign emphasizing its authenticity and its basic veracity, this Morningside Production by Charles H. Schneer measures up snugly to the standard set by Admiral Chester A. Nimitz' proud introductory footage. The picture is based on a book by Charles A. Lockwood, vice-admiral, USN, Ret., and Hans Christian Adamson, USAF, Ret., and it abounds in action sequences in and around and concerning a submarine, that purveys the impact of genuine combat footage. With Ronald Reagan, Arthur Franz and Nancy Davis as names for the marquee, the film figures to serve satisfaotorily the audiences its title will attract.

The screenplay by David Lang and Raymond Marcus, ably directed by Nathan Juran, has to do with the 1944 undertaking to invade the Sea of Japan by submarine to cut off Japan's supply line from the mainland of Asia. When submarine and project are abruptly threatened with disaster, Reagan orders the sub to descend at once, leaving one of his frogmen to drown. Franz attributes a revenge motive to Reagan, who tries to convince him it was necessary to save the sub and the 64 other men aboard it at any cost.

This difference of opinion is the core of the conflict that stands between the two men until, in the climax, when Reagan orders Franz to take the ship down without waiting for him, the necessity of remaining steadfast to duty dawns upon him and the men are reconciled. Miss Davis is charming in the single feminine role. Running time, 81 minutes. General classification. Release, in April.

William R. Weaver

PEOPLE

Barney Balaban, president of Paramount Pictures; **Spyros P. Skouras**, president of 20th Century-Fox; **Eric Johnston**, president of Motion Picture Association of America, and **Taylor M. Mills**, director of the association's public relations department, are the recipients of special awards from the American Heritage Foundation for "outstanding performance in the 1956 non-partisan Register, Inform Yourself and Vote Campaign."

☐

Alice Gorham, advertising and publicity director of United Detroit Theatres since 1939, has been voted "Advertising Woman of the Year" by the Women's Advertising Club of Detroit.

☐

James J. Larkin, theatrical sales representative for B.O.A.C., has been declared one of the three winners in that airline's sales incentive contest. Prize is an extra week vacation and trip for two to any point served by the company.

☐

Ivan Foxwell, British producer, will come here later this month in connection with his new international production, "Manuela."

☐

Fred Galvan, assistant to **Lawrence Lipskin**, head of public relations for Columbia International, has resigned. Now on a brief vacation, he will announce new plans upon his return.

☐

C. Elmer Nolte, Jr., executive with Durkee Enterprises, Maryland circuit, and former president of Allied Theatre Owners of Maryland, will be honored on Thursday at a testimonial dinner given him by A.T.O.M. at the Baltimore Variety Club.

☐

Henry Kogel, staff engineer of the Society of Motion Picture and Television Engineers, has resigned to accept a position with Century Lighting Co. of New York.

Find 1st Runs

(*Continued from page* 1)

a healthy condition. There are still markets for good product even though there have been statements about 'product shortages.' There is product around, but many exhibitors in first-run situations have had themselves pinched by the long - running 'road-show' product. These situations haven't kept pace with the shifts in populations from downtown, metropolitan areas to 'suburbia.'

Many Shifts Seen Profitable

"Theatres which have shifted, and films which have by-passed downtown situations by going into these houses have enjoyed good grosses," they said.

"The independent producer can't afford to have slow moving films," Parsons stated.

Burrows said that the swing around the country was to find out why some of his product wasn't moving. As a result of meetings already held in Dallas, New Orleans, and Atlanta, bookings on several films "have picked up considerably," he added.

Parsons said he has found that "exhiibtors are returning to showmanship and getting back to selling the merchandise they have." He also cited the trend in teenagers becoming the major motion picture theatre goers and the exhibitor request for more "new faces."

Will Visit Extensively

Both Parsons and Burrows said they hope to visit with exhibitors in every exchange area this year with the visits spaced between their production chores. They left here yesterday for Chicago and Detroit enroute to Hollywood.

Illinois Variety

(*Continued from page* 1)

president of Allied Theatres of Illinois; Jack Rose, Manta & Rose; Manny Smerling, Confection Cabinet Co., and William Hollander, who was in charge of advertising and publicity for Balaban & Katz until his recent retirement.

Representatives of the fund will confer with Mrs. Bertha Balaban, the widow, to determine what form the memorial will take.

DAR Cites 2 Films

WASHINGTON, April 15 – Cecil B. DeMille's "Ten Commandments" has been chosen by the Daughters of the American Revolution as the best patriotic film of last year. Warner's "Goodbye My Lady" has been named the best children's film. Presentation of both awards will be made Thursday during the D.A.R. convention proceedings here.

Open Schulberg Office

Schulberg Productions, headed by Budd and Stuart Schulberg, have opened offices at 515 Madison Avenue here. The newly formed production company has signed a two picture deal with Warner Bros.

100 Aiding Campaign of UJA

(*Continued from page* 1)

Abe Schneider and Spyros P. Skouras.

The executive committee consists of Richard Altsohuler, Maurice A. Bergman, Charles Boasberg, William Brandt, William Brenner, Charles Einfeld, Edward Fabian, Leopold Friedman, Emanuel Frisch, William German, Harry Goldberg, Leonard H. Goldenson, Bernard Goodman, Irving Greenfield, Edward L. Hyman, Arthur Israel, Jr., Leo Jaffe, Saul Jeffee, Julius Joelson, Benjamin Kalmenson, Harry Kalmine, Malcolm Kingsberg, Arthur Krim, Nat Lefkowitz, Al Lichtman, Harry Mandel, Arthur L. Mayer, Joseph H. Moskowitz, Charles B. Moss and Louis Novins.

Top Executives Volunteer

Also, Louis Phillips, Arnold Picker, Eugene Picker, Milton Rackmil, Harold Rinzler, Samuel Rinzler, Arthur Rosen, Leonard W. Schneider, Fred J. Schwartz, Leslie Schwartz, Sol Schwartz, Maurice Silverstone, Nate B. Spingold, Solomon Strausberg, Morton Sunshine, Joseph Vogel, Adam Wachtel, Major Albert Warner, Robert Weitman, Mortimer Wormser and Max Youngstein.

Solomon Strausberg is chairman of the independent exhibitors committee. Its members are Herman Becker, William Brandt, Leo Brecher, Emanuel Frisch, Robert Goldblatt, Julius Joelson, Harold J. Klein, Walter Reade, Jr., Harold Rinzler, Samuel Rinzler, Julius Sanders, Herman Schleier, Leslie Schwartz, George Schwartz, George P. Skouras, Spyros P. Skouras and Morton Sunshine.

Spyros Skouras a Chairman

Spyros P. Skouras is chairman for corporate gifts.

Company chairmen are Morey Goldstein, Allied Artists, Edward L. Hyman, American Broadcasting-Paramount Theatres, Inc., Benjamin Gladstone, Century Theatres, Leo Jaffe, Columbia Pictures, Irving Greenfield, Loew's, Inc., Eugene Picker, Loew's Theatres, William Brenner, National Screen Service, Arthur Israel, Jr., Paramount Pictures, Harry Mandel, RKO Theatres, and Adam Wachtel, Sargoy & Stein.

Also, Louis Weber, Skouras Theatres, Arthur Rosen, Stanley Warner Corp., Edward R. Solomon, 20th Century-Fox, Joseph Ende, United Artists, Benjamin Lorber, Universal Pictures, and Bernard Goodman, Warner Bros.

Book 41 Showings for 20th-Fox 'Big Show'

"The Big Show," 20th Century-Fox's 90-minute CinemaScope product feature outlining the company's program of 55 productions during the next 12 months, has been scheduled for a series of 41 showings in the U.S. and Canada starting May 8, according to Spyros P. Skouras, 20th president.

The product feature will be shown to exhibitors, stockholders, representatives of the press, radio and TV and community opinion-makers.

With all showings beginning at 9:15 A.M., the schedule includes: May 8, New York, Boston, Chicago, Philadelphia, Westwood, San Francisco; 9, New York, New Haven, Cincinnati, Washington, Portland; 10, Albany, Cleveland, Memphis, Seattle; 13, Toronto, Buffalo, Detroit, Atlanta, Salt Lake; 14, Pittsburgh, Milwaukee, Jacksonville, Denver; 15, Winnipeg, Indianapolis, Minneapolis, Charlotte, Omaha; 16, St. Louis, Des Moines, New Orleans; 17, Calgary, Kansas City, Houston; 20, Dallas; 21, Vancouver, Oklahoma City; 23, Montreal; 24. St. John.

Curtis Writes Article

Edward P. Curtis, director of the Eastman Kodak Company in charge of motion picture film business and supervisor of general operations in Europe. Latin America and the Far East, has an article called "What to Do About Overcrowded Skies" in the April 12 issue of "U.S. News & World Report" magazine. Curtis is special adviser to President Eisenhower on air-traffic control.

Mexico Studio

(*Continued from page* 1)

ist" reports that Churubusco is facing closure because of its economic difficulties. The association said it is "so confident that Churubusco is a going concern that it will soon start erecting its new headquarters on a site adjoining the studio." The group contends that Churubusco is bound to do well because "it has Mexico's top color plant and there is more of a trend among producers toward color pictures."

Mrs. Wagner Chairman

Mrs. Robert F. Wagner, Jr., wife of the Mayor of New York City, has been named by the Free Milk Fund for Babies, Inc., as honorary chairman of the benefit committee for the world premiere of Warner Bros.' "The Prince and the Showgirl" in June at Radio City Music Hall here. The Milk Fund, of which Mrs. William Randolph Hearst is founder and president, has reserved the entire first mezzanine for the 9 P.M. performance on opening day.

Flaherty Award Wed.

The winner of the 1956 Robert J. Flaherty Award sponsored by the City College Institute of Film Techniques for "creative achievement in documentary film-making" will be announced tomorrow night at a screening of prize-winning films in the auditorium of the Fashion Institute here. The presentation will be made by Arthur L. Mayer, president of the Independent Motion Picture Distributors Association of America.

YawkeyGiven Heart Award

Special to THE DAILY

BOSTON, April 15. – The annual Great Heart Award from the Variety Club of New England was presented to Thomas A. Yawkey, president of the Boston Red Sox, at the Hotel Statler, attended by nearly 1,000 persons.

Ted Williams was toastmaster and introduced the speakers, including Michael Redstone chief barker, Arthur Lockwood president of the Children's Cancer Research Foundation; Rt. Rev. Francis Lally, Robert J. O'Donnell of Variety-International, Mayor John B. Hynes of Boston, Louis Perini of the Milwaukee Braves, Danny Kaye and Dr. Sidney Farber scientific director of the Children's Cancer Research Foundation and the Jimmy Fund who presented the award to Yawkey.

In accepting, Yawkey said "I am greatly honored to receive this plaque. I have done nothing exceptional but I have always felt it is each individual's responsibility to do his best for others."

Bolstad Wins Variety Award in Toronto

TORONTO, April 15–Reuben W. Bolstad, vice-president and treasurer of Famous Players Canadian Corp., is Heart Award winner for 1956 of the Variety Club of Toronto. In making the presentation, James R. Nairn, chairman of the seven-man committee, said Bolstad had "willingly taken on every job he was ever asked to do . . . and even created many other assignments for himself."

Bolstad is one of the original members of Tent No. 28. Some of the things cited by Nairn that Bolstad has done included the selling of tickets for Variety Club shows, selling of space in programs, found jobs for graduates of Variety Village, and, above all, given advice freely.

Du-Art Film Directors, Officers Are Re-Elected

Directors and officers of the Du-Art Film Laboratories, Inc. were re-elected at the company's recent annual meeting here, at which a dividend of 5 cents per share on the firm's common stock was declared.

Directors re-elected were Al Young, J. Amory Jeffries, Milton N. Mound, Irwin Young, Jack Fellers, Lawrence A. Meyers, Robert M. Young.

Also re-elected were these officers: Al Young, president, Irwin Young, executive vice-president Paul Kaufman, vice-president, Louis Feldman, vice-president of sales, Jack Fellers, treasurer.

Tudor Acquires Films

Tudor Pictures has acquired "Johnny-Gunman," "So Lovely, So Deadly," and "Doll Merchant" for distribution, it has been announced by president Moe Kerman.

THE GIRL IN THE

AN EXPLOITATION

A TERRIFICALLY TIMED DELUGE OF PUBLICITY IN MORE THAN

900 NEWSPAPERS

FROM COAST TO COAST...REPRESENTING COVERAGE BY EVERY MAJOR WIRE SERVICE AND NEWS SYNDICATE IN THE NATION!

Natalia Daryll won a moving picture
role because she was willing to have
Yesterday they
secret
seph Stalin
who displease
Maurice Mans
is 24.
2-A THE MIAMI HE
THE PHILADELPHIA INQUIRE

IT'S A RED-HOT PROMOTION POWERHOUSE

KREMLIN EXPLOSION FROM U-I!

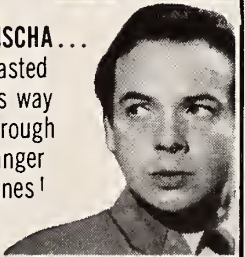
IS STALIN ALIVE?

...DOES THIS FACE HIDE THE WORLD'S GREATEST CONSPIRACY?

Stalin's weird fetishism bared—as thrill-rituals, held behind Kremlin walls —are shockingly revealed!

STEVE... led history's most explosive manhunt!

LILI... hid her fear behind kisses!



MISCHA... blasted his way through danger zones!

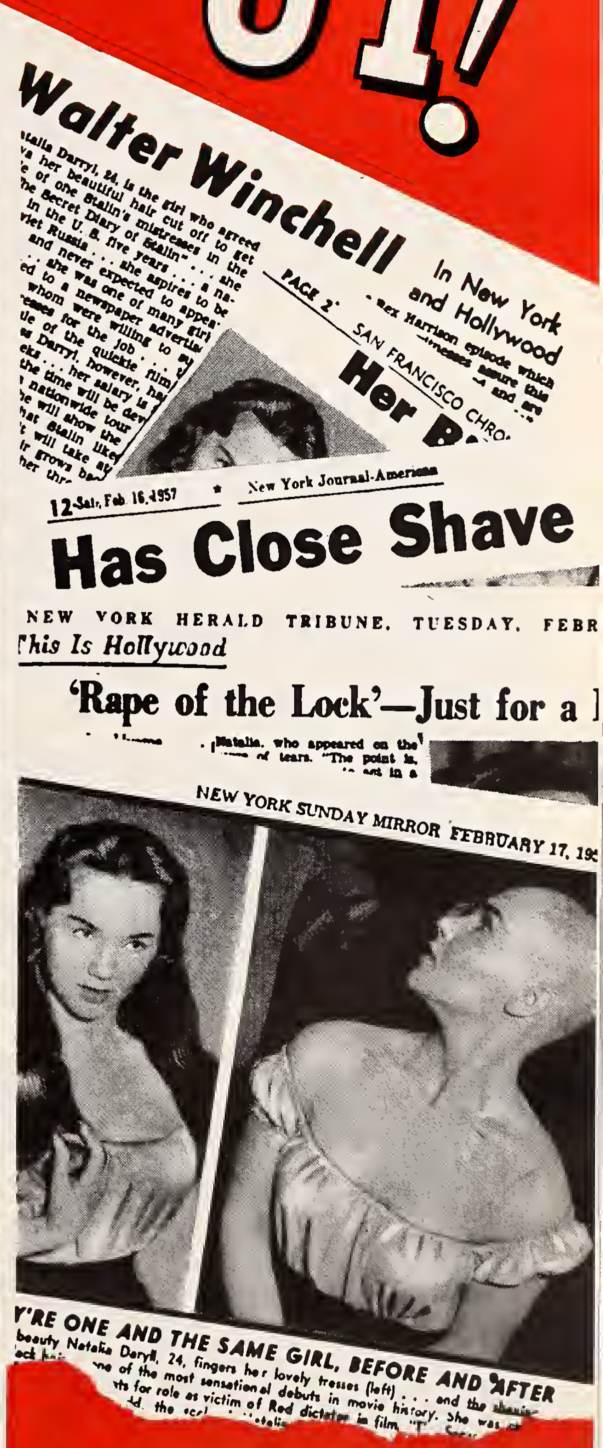
GIRL IN THE KREMLIN

STARRING

LEX BARKER · ZSA ZSA GABOR · JEFFREY STONE

with MAURICE MANSON · WILLIAM SCHALLERT · ARAM KATCHER

Screenplay by GENE L. COON and ROBERT HILL · Produced by ALBERT ZUGSMITH · A UNIVERSAL-INTERNATIONAL PICTURE



Walter Winchell In New York and Hollywood

...talia Darryl, 24, is the girl who agreed ...va her beautiful hair cut off to get ...e of one Stalin's mistresses in the ...he Secret Diary of Stalin" . . . she ...in the U. S. five years . . . a na- ...viet Russia . . . she aspires to be ...and never expected to appea... . . . she was one of many girl ...ed to a newspaper advertis... ...whom were willing to ... ...eases for the job . . . ...ue of the quickie film... ...s Darryl, however, ha... ...eks . . . her salary is ... ...the time will be dev... ...nationwide tour ...he will show the ...hat Stalin like... ...t will take a... ...ir grows ba... ...her thr...

...ex Harrison episode which ...nesses assure this ...and ...

PAGE 2 SAN FRANCISCO CHRO...

Her B...

12—Sat., Feb. 16, 1957 ★ New York Journal-American

Has Close Shave

NEW YORK HERALD TRIBUNE, TUESDAY, FEBR...

This Is Hollywood

'Rape of the Lock'—Just for a ...

...Natalie, who appeared on the ...of tears. "The point is, ...act in a

NEW YORK SUNDAY MIRROR FEBRUARY 17, 19...

...Y'RE ONE AND THE SAME GIRL, BEFORE AND AFTER

...beauty Natalie Daryll, 24, fingers her lovely tresses (left) . . . and the ... ...ack hair ... one of the most sensational debuts in movie history. She was ... ...ts for role as victim of Red dictator in film ...

READY TO MAKE BOX OFFICES **BOOM** *EVERYWHERE!*

AB-PT House

(*Continued from page* 1)

if AB-PT acquired the Mercury. Judge Palmieri reserved decision on the application.

Cyrus Vance, of Simpson, Thatcher and Bartlett, counsel for AB-PT, also said there would be no restraint of competition in that area. According to the divorcement decree, AB-PT is allowed four houses in that area and they now have one. The proposal to acquire the Mercury is the first AB-PT has made since it completed its divestiture program.

Speaking for the exhibitor opposition was Monroe Stein, representing three independent theatres from that vicinity, the Montclaire, Rockne and Rose, all separately owned. He contended AB-PT's acquisition of the Mercury would cause competition to be restrained. He told the jurist that first-runs are the key theatres and are the ones which are going to survive and that Balaban & Katz, sussidiary of AB-PT and operator of the theatre if the acquisition were approved, is attempting to squeeze out other first-runs in that district.

He also alleged that independent first-runs in the Loop are told when they can get the pictures they want.

Also representing the opposition was Seymour Simon, counsel for the Harding theatre, owned by George Phillips in the same area. He said Balaban & Katz's acquisition would only serve to make it more powerful.

Critics Will Be Actors In P-S's 'Teachers Pet'

From THE DAILY Bureau

HOLLYWOOD April 15—Fifty of the nation's motion picture editors and critics, drawn from replies to over 200 invitations, to appear in Perlberg-Seaton's forthcoming production, "Teacher's Pet," will be flown to Hollywood for appearance as newsmen in the film. The scribes will receive standard Actors Guild wages, plus all expenses for the week, starting May 2.

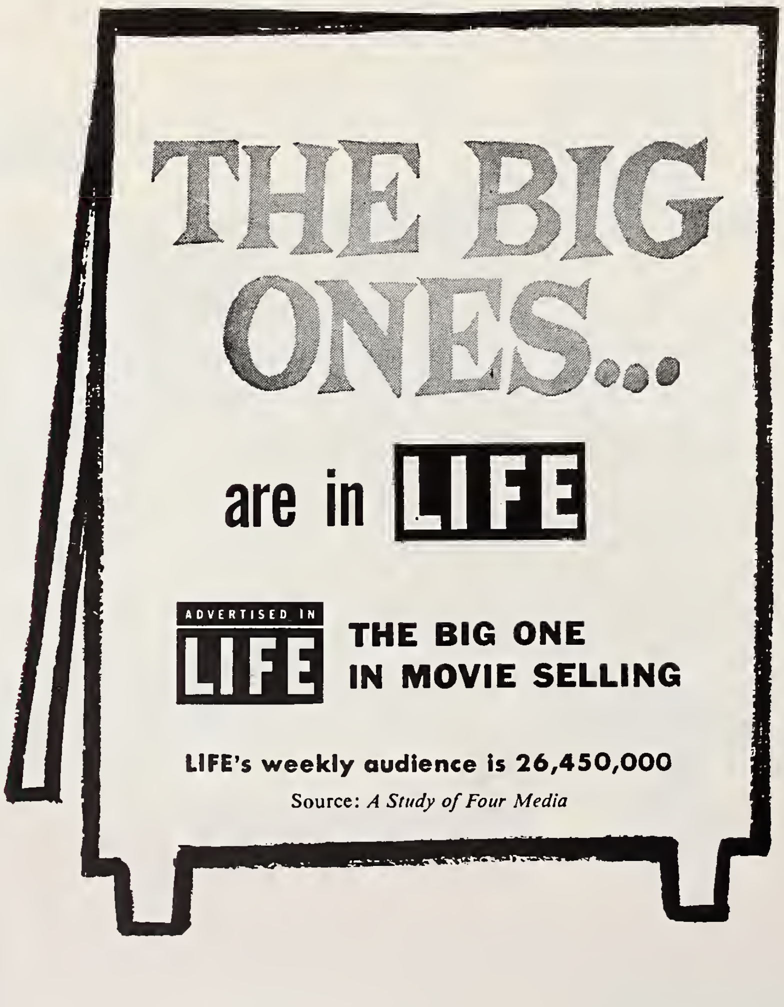
Clark Gable, Doris Day and Mamie Van Doren, stars of the film, assisted in the drawing at the Paramount studio luncheon.

Murphy Heads Slate Of New MPIC Officers

From THE DAILY Bureau

HOLLYWOOD, April 15—George Murphy will head the new slate of officers as president of the Motion Picture Industry Council at installation ceremonies in the Beverly Hilton Hotel, April 18.

Other officers include Leon Ames, vice-president; Jesse L. Lasky, Jr., secretary, and Merrill Pye, Treasurer. Lou Greenspan continues to guide MPIC activities as executive secretary.


THE BIG ONES... are in LIFE

ADVERTISED IN LIFE THE BIG ONE IN MOVIE SELLING

LIFE's weekly audience is 26,450,000

Source: *A Study of Four Media*

Television Today

NTA at SEC

(*Continued from page* 1)

debentures, due May 1, 1957. The interest rate, offering price and conversion features are to be announced at a later date.

Bache & Company will head the underwriting group. NTA has previously financed through short term loans and the new debentures will represent its first issue of long term debt.

According to the registration statement, the net proceeds are expected to be utilized substantially as follows: $2,340,000 to pay the final installment due on a group of films acquired from 20th Century-Fox and approximately $3,500,000 to retire certain existing indebtedness and to purchase participations in film exhibition receipts. The balance of the proceeds will be added to general funds to provide additional working capital for the company's expanding volume of business.

In connection with the planned debenture offering, a special meeting of stockholders was held on April 4 at which stockholders approved an increase in the authorized common stock from 1,000,000 shares to 2,000,000 shares and the conferring of conversion rights on any debentures or notes that may be issued up to $8,000,000.

Godfrey Drops Show

Arthur Godfrey has notified the sponsors of "The Arthur Godfrey Show" that this hour-long variety program, seen each Wednesday night on the CBS Television Network since January 12, 1949, will be discontinued after the broadcast of June 26, 1957.

A.A. Acquires 3 Films

HOLLYWOOD, April 15—Walter Mirisch, Allied Artists executive producer, has announced completion of negotiations with D. Jersey Grut, executive producer for C. B. Pictures, for release of three films by that company. The initial film, "No Place to Die," starring Sterling Hayden, starts April 24, at the AA studio, with Carl Hittleman producing and Sidney Franklin, Jr., making his debut as a director.

Luettke Service Today

Funeral services will be held today at the Kennedy Funeral Home, Woodside, Long Island, at 1:30 P.M. for Ray E. Luettke, motion picture technical advisor for the U. S. Information Agency. He died in Washington late last week.

British Film at Guild

British Infomation Services' "Impression of London" has opened at the Guild Theatre here as a companion short to "The Young Stranger."

Who's Where

Carl Ward has taken over his new duties as national manager of CBS Television station relations. Ward, a veteran of over 20 years in the broadcasting field, was with WCBS Radio, where he was general manager since 1951.

□

Screen Gems, Inc., television subsidiary of Columbia Pictures, has signed producer **Herbert B. Leonard** to an exclusive two-year contract, calling for him to create and develop new programs for Screen Gems.

□

WABC-TV has appointed **Louis F. Allen** to its sales staff. Allen resigned a sales post with WOV, New York.

□

Gerald A. Vernon has joined the National Broadcasting Company as director of sales services, television network. Vernon has served as associate media director of the J. Walter Thompson Co. since 1955.

Renew 'Bold Journey'

The Ralston Division of Ralston Purina Co. of Checkerboard Square, St. Louis, has signed a 52-week renewal order for the true-life adventure series "Bold Journey" on ABC-Television. It was also announced that the program will move from Thursdays, 9:30-10:00 P.M., EST., to Mondays, 8:30-9:00 P.M., EST., effective June 17

Form Window-Glen

John Payne's Window Productions and Glen Productions, a subsidiary of MCA, have joined forces to form a new corporation, Window-Glen Productions, which will produce 39 half-hour films under the series title "The Six Shooter." Payne has been elected president of Window-Glen and will double as both executive producer and star.

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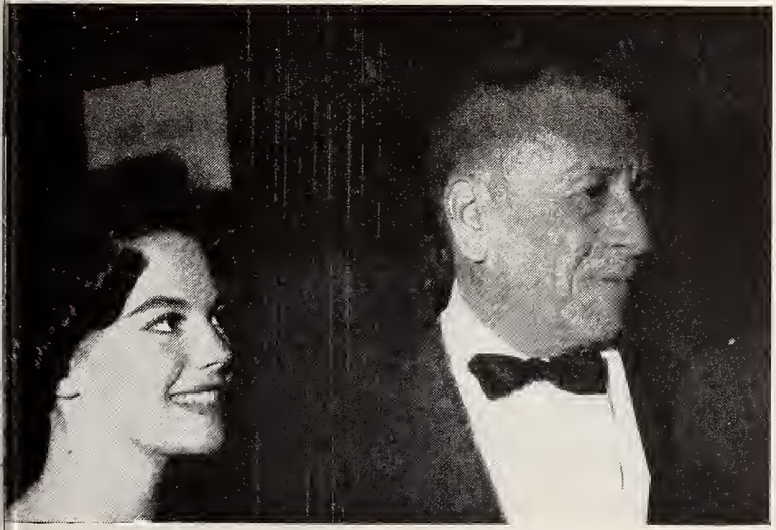
"Spirit" Dazzles in Hollywood Bow!

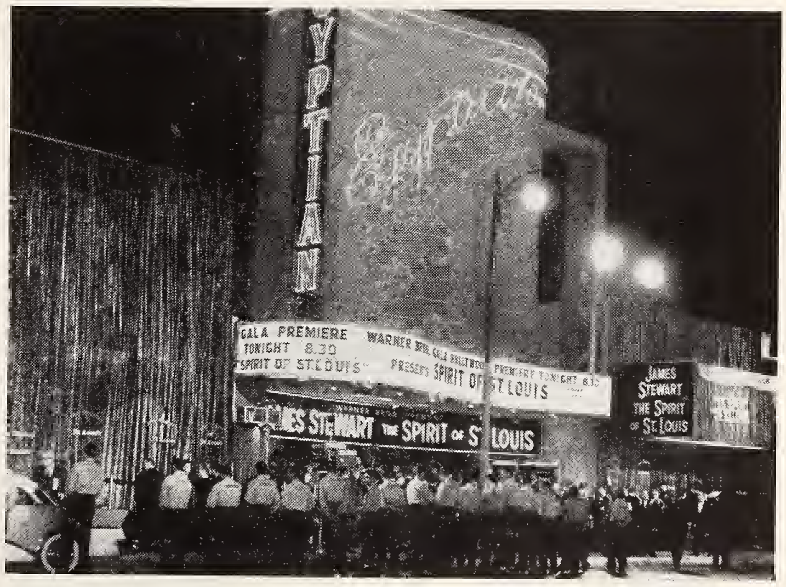
"THE Spirit of St. Louis" bowed before a distinguished celebrity audience at the Egyptian Theatre in a dazzling premiere performance which established new high standards in Hollywood showmanship. A glittering assemblage of screen stars and industry leaders were guests at the affair, designated as a special premiere for the motion picture industry. More than 400 million people around the world saw and heard the festivities through the greatest lineup of television and radio facilities ever arranged for such an occasion. "The Spirit of St. Louis," a Leland Hayward-Billy Wilder production in CinemaScope-WarnerColor for Warner Bros., which will be nationally released this weekend, stars James Stewart in the role of Charles A. Lindbergh. His performance has been heralded as the finest in his notable career.

"IT WILL LIFT YO
AMES

Gary Cooper, James Stewart, the picture's star, and WB president Jack L. Warner in the lobby of the Egyptian.



atalie Wood, who stars in "Bombers B-52," and Leland Hayward, Spirit's" producer, being interviewed.


EGYPTIAN
GALA PREMIERE TONIGHT 8:30 SPIRIT OF ST. LOUIS
WARNER BROS. PRESENTS SPIRIT OF ST LOUIS
JAMES STEWART THE SPIRIT OF ST LOUIS

Electrical illumination of the Egyptian Theatre setting was the most spectacular ever arranged for a premiere.

icardo Montalban, who appears in WB's forthoming "Sayonara," and Mrs. Montalban arrivng at theatre.

Ann Blyth, who stars in the title role of WB's forthcoming "The Helen Morgan Story," waves to her fans.

Monica Lewis, soon to be seen in Jack Webb's "D.I." for WB, arriving with her husband, Jennings Lang.

COVERAGE

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 81, NO. 74 NEW YORK, U.S.A., WEDNESDAY, APRIL 17, 1957 TEN CENTS

Tell Montague

ITOA to Join In Talks on Arbitration

Other Regional Groups Consider Participation

By LESTER DINOFF

Independent Theatre Owners Association has notified A. Montague, chairman of the distribution steering committee on arbitration, that the regional exhibitor organization will participate in the May 13 discussions on the formation of an industry arbitration and conciliation system, according to ITOA president Harry Brandt. Brandt said that the ITOA representatives at the arbitration discussions will be Max A. Cohen and himself.

ITOA is the sole exhibitor group still on record as being in approval of the last arbitration draft.

The Metropolitan Motion Picture Theatres Association will hold a board of directors meeting on May 1 to dis-

(*Continued on page* 6)

Zoellner Named MGM Atlanta Branch Head

The appointment of William B. Zoellner as MGM branch manager at Atlanta was announced yesterday by Charles M. Reagan, vice-president and general sales manager of Loew's, Inc. Zoellner, head of short subject sales for MGM since 1946, succeeds H. Russell Gaus who has been transferred to Cincinnati as branch manager.

Edwin M. Booth, formerly branch

(*Continued on page* 2)

Utah Anti-Trust Suit Gets New Postponement

Special to THE DAILY

SALT LAKE CITY, April 16.—The fourth hearing of the anti-trust suit by Village Theatre Corp. of Salt Lake City against Paramount Pictures, Intermountain Theatres, Inc., and RKO-Radio Pictures, has been postponed to May 20. It was scheduled to start today in U. S. District Court.

The Village Theatre, which operates

(*Continued on page* 7)

House Votes SBA Funds

From THE DAILY Bureau

WASHINGTON, April 16.—The House passed a bill to permit the Small Business Administration to resume its lending operations.

The agency has been out of funds since late February and has held up action on all small business loans. Its request for extra money to see it through June 30 has been tied up in a House-Senate dispute over other features of the same appropriations bill.

The House today passed a bill containing the non-controversial features of the original bill, and omitting the controversial ones. Presumably the Senate will approve the bill tomorrow.

SBA has been processing loans but just not granting the money. These loans will be ready to go when the money bill becomes law.

USIA Budget Request Cut Sharply in House

From THE DAILY Bureau

WASHINGTON, April 16—Ignoring the pleas of President Eisenhower for more money for the U.S. Information Agency, the House today tentatively voted to slash the agency's budget request by the full 25 per cent recommended by its appropriations committee on Friday.

The slash will be made final tomorrow, but there's little chance it will be changed. That means the

(*Continued on page* 7)

TOA Will Mark Tenth Birthday This Fall

Theatre Owners of America will mark its tenth birthday this Fall when the national exhibitor association stages its 1957 annual convention at the Americana Hotel, Nov. 20-23, in Miami Beach.

The theatre organization was formed on Sept. 19, 1947 in Washington, following a merger of the American Theatres Association and the Motion Picture Theatre Owners of America at a joint convention.

Still No Need for Censors: Preminger

By FLOYD STONE

Otto Preminger came to town yesterday with the first print of "Saint Joan," and in the morning at United Artists' new board room talked about it a bit. He talked more, after small prodding by newsmen, about censorship. And about the Motion Picture Association.

His position on censorship is, famil-

(*Continued on page* 6)

MPAA Board Meeting in May on Business Drive

The board of directors of the Motion Picture Association of America will meet here early in May to take up financing of the industry business building program and to hear a report on the activities of the MPAA advertising and publicity directors group.

Scheduling of a date for the meet-

(*Continued on page* 7)

U. K. Theatre Attendance Down For Quarter But Income Is Level

By PETER BURNUP

LONDON, April 16—Statistics relating to the fourth quarter of 1956 for the British film industry, revealing a continued downward trend in theatre admissions and an increasingly rate in theatre closings, are contained in the latest report of the "Board of Trade Journal," to be published tomorrow.

The reduction in cinema attendances last year, says the "Journal," compared with 1955—which was temporarily interrupted in the third quarter when the bad weather favoured cinema going—was resumed in the fourth quarter. Attendances in the quarter were 243 millions—12 per cent less than in the corresponding quarter of 1955.

Total admissions for the whole of the year 1956 were 1,101 millions; i.e. 81 millions or 7 per cent less than in 1955.

A contributory factor, the "Journal" continues, was the net closure

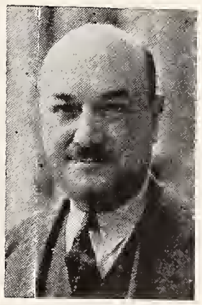
(*Continued on page* 2)

Pinanski Says:

Wire TV Could Make Theatres Obsolete Soon

Sees Need for Exhibitor Action on New Production

Special to THE DAILY



Sam Pinanski

BOSTON, April 16. — Servicing of first run films to homes by any of the closed circuit television systems, even with the participation of the local theatre, adds to the confusion of the subscription television issue and constitutes a further threat to the theatre, Sam Pinanski, president of American Theatres Corp., and prominent in national exhibitor activities, said.

"Putting movies in the home, by whatever method, is a means of bypassing the theatre," Pinanski said. "Whether the operation includes the

(*Continued on page* 7)

Seek Franchise Holders To Handle IFE Product

IFE Releasing Corp. will launch negotiations with "states righters" and franchise holders in all exchange areas in the U. S. to take over the theatrical distribution of 46 features which are available, according to executive vice-president Seymour Poe. He said yesterday that the company will hereafter act as a distribution supervisor and producer's agent, to assist its producers in all ways possible.

Poe said that IFE currently has

(*Continued on page* 7)

Television Today Page 6

PERSONAL MENTION

SPYROS P. SKOURAS, president of 20th Century-Fox, will return to New York today from Hollywood.

•

Robert S. Taplinger, Warner Brothers vice-president, returned to New York yesterday from the Coast.

•

M. J. Frankovich, vice - president of Columbia International, will leave here today for London via B.O.A.C.

•

John C. Flinn, Allied Artists advertising-publicity director, will return to New York today from Detroit.

•

Harry Brandt, president of Independent Theatre Owners Association, will leave here today for Europe.

•

Irving H. Ludwig, Buena Vista domestic sales manager, has returned to New York following a four-week trip to company branch offices.

•

Michael Todd and **Elizabeth Taylor**, his wife, will leave New York for Europe today aboard the "Queen Elizabeth."

•

Ilya Lopert, **Mrs. Lopert** and their daughter, **Tana**, will leave New York for Europe tomorrow aboard the "United States."

•

Dr. A. W. Trueman, head of Canada's National Film Board, has been named permanent director of the Canada Council.

•

James D. Barham, salesman with the Baltimore branch of National Theatre Supply Co., has resigned.

DAR Cites 'Progress' Of Film Producers

WASHINGTON, April 16.—The Daughters of the American Revolution today congratulated film producers for progress in eliminating "undesirable material" for their films.

The Society's annual convention approved a resolution to "compliment and express admiration for those producers of films, radio and TV programs, and publishers of so - called comic books who have shown marked progress in eliminating undesirable material and stressing moral values and good citizenship standards."

U.K. Theatres

(*Continued from page 1*)

during 1956 of 185 theatres (representing about 3 per cent of the total seating capacity available at the beginning of the year) although there was also a drop in the average number of admissions per cinema compared with a year earlier, a drop which was accentuated in the fourth quarter.

Increased seat prices introduced during June 1956 maintained gross takings in the fourth quarter of 1956 at £24,127,000, a level only 4 per cent less than in the corresponding quarter of 1955.

The statistics were compiled from 4,325 theatres with a seating capacity of 4,021,000.

The number of admissions in the fourth quarter was 17 per cent less than that for the previous quarter and gross takings were 16 per cent less, which is rather more than the normal seasonal decrease.

Larger Houses More Fortunate

There was no wide variation in the fall in admissions by size of cinema. Compared with the last quarter of 1955, the fall averaged 12 per cent except in the size group seating 1,251 to 1,500 where it was only 5 per cent. This size group, the "Journal" points out, has for the past year been less affected than others by the general trend.

The net number of cinemas closed rose, it is stated, from 53 in 1955 to 185 in 1956, or about one in 25 of the total number of cinemas.

The rate of closure was greater for theatres seating fewer than 500 people, of which about one in every 18 closed during the year.

Zoellner Named

(*Continued from page 1*)

manager in the latter city, has been given a sales assignment at Indianapolis. The changes will be effective Monday, April 29.

Zoellner, who joined the Goldwyn Co. in 1920 as a salesman at Washington and subsequently served as branch manager at Oklahoma City and Atlanta, came to the home office in 1946 to head short subject sales. In the recent realignment of MGM's executive sales set-up, the post was abolished and Zoellner is returning to the Southern city where he was branch manager for more than three years.

Gaus has been associated with MGM since 1935, first as a salesman at Oklahoma. Following service as a captain, U. S. Army Air Force, during World War II, he was a salesman at Los Angeles. He was promoted to branch manager at Oklahoma City in 1948 and to the same position at Atlanta in 1951. His predecessor at Cincinnati, Booth, joined MGM as a salesman at Cleveland early in 1926. He was promoted to branch manager in 1927, and served continuously in that post since that date. He now goes to Indianapolis on a sales assignment in the territory of which Foster B. Gauker is branch manager.

See Archway Distributing Chaplin Film in Britain

From THE DAILY Bureau

LONDON, April 16 — Although no official confirmation is available, it is authoritatively understood that the Charles Chaplin film, "A King in New York," will be handled here by the relatively minor company, Archway Film Distributors, which hitherto has been primarily concerned with foreign language pictures.

It had been generally assumed in the trade here that the film would go through United Artists as earlier Chaplin pictures did.

Grainger and RKO End Production Agreement

From THE DAILY Bureau

HOLLYWOOD, April 16 — RKO Radio and Edmund Grainger Productions terminated their production-distribution agreement by mutual consent, in a joint announcement by William Dozier, RKO vice-president in charge of production, and Edmund Grainger today.

Two films affected under the agreement, "Galveston" and "Ten Days in August," both RKO properties, will be assigned other producers, Dozier said.

Grainger originally joined RKO as executive producer of production in 1951, under an agreement made with Howard Hughes, and subsequently set up his own independent unit.

Grainger will leave next week for New York to set up future production plans.

Broidy to England

Steve Broidy, president of Allied Artists, left last night for England to hold distribution conferences with executives of Associated British Pictures Corp., and its subsidiary organization, Associated British Pathe, which distributes Allied Artists' product in Great Britain.

Set AA Segall Drive

Allied Artists has announced that May 15 through June 15 has been titled the "Etta V. Segall Date Drive Month" in honor of the head booker at the company's New York exchange, who is celebrating her 15th anniversary with the company.

. . of Drive-ins

Connecticut Theatre Sold

Philip Simon has acquired interest held by Robert Gloth and Louis Ro gow in the 750-car-capacity Pik Drive-In, Newington, Conn. In takin over majority control, Simon ha changed the corporate name from th Turnpike Theatre Corp. to the Pik Theatre Corp. He is listed as pres dent and treasurer, with Paul W Amadeo, general manager for th past eight years, continuing in tha post.

⊙

Two Named by L. & G.

Lockwood & Gordon has name Robert Duffy, former manager of th Pix Drive-In, Bridgeport, Conn., t a similar post at the East Winds (Conn.) Drive-In. Howard Denning the new manager of L&G's Ea Hartford Family Drive-In, Sout Windsor, Conn.

⊙

Start Norwich Construction

Construction has started, and a la spring opening is planned, for a 70 car drive-in theatre in the Taft's St tion section of Norwich, Conn. O erator is Edmond C. Scroszenski, Dudley, Mass.

⊙

Michigan Unit Resuming

Friday marks the opening date f the Silver Drive-in, Linden, Mic operated by Almond K. Sears. Cla Theatre Service of Detroit is buyi and booking.

⊙

Ballston Spa Drive-in Ready

A new 1,000-car drive-in will opened on May 15 by Joseph Warr in Ballston Spa, N. Y. Warren, wh owns another drive-in at Pittsburg now lives in Ballston.

⊙

Building in Woodbury, N. J

M. R. Zio, of North Wilberha Mass., is building a 750-car drive- at Woodbury, N. J.

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PEOPLE

Cecil B. DeMille has been selected ' the U. S. Chamber of Commerce one of the nine winners of the ;reat Living American Awards," hieh will be presented at a dinner be held here on April 29.

□

Myer Nackimson and Joe Garfin ve been named managers in Win- peg and Calgary, respectively, for npire-Universal Film, Ltd.

□

Addie Gottschalk, formerly with O Radio in Philadelphia, has been med branch head there for Distrib- ors Corp. of America. He succeeds g Horowitz, resigned.

□

Frank Masek, retiring manager of Cleveland branch of National eatre Supply Co., was guest of nor at a farewell dinner given by Cleveland Variety Club. Masek moving to Tucson, Ariz.

□

Matt Daniels, United Artists con- ct sales supervisor, has left the npany. He will announce his new ns shortly.

□

Roth E. Hook, Alabama theatre ner and radio station operator, has de application to the FCC for a v radio station at Belzonia, Miss.

eiss Preparing Two

Adrian Weiss Productions is now paring two screenplays from ries published in "True Story gazine," to be produced indepen- tly. They are "Too Young for h Passion" and "High School ers."

lemovies Permit OK'd

BENTON, Ark., April 16—The City ncil here has issued a permit to the ton Amusement Co. to install ipment for the transmission of its ion pictures to television sets in nes.

pliance Dealer Buys 931 '80 Days' Tickets

From THE DAILY Bureau

WASHINGTON, April 16 – A shington appliance dealer has chased 31,931 tickets to the local wing of "Around The World in Days."

he store will give reserved seats to each customer buying a major liance in the coming year. A k for $79,827 for the seats was ented to producer Mike Todd by rge Wasserman, president of rgie's Radio & TV Co.

Seven Indonesian Studios Close; Claim U. S. Films Are Favored

Special to THE DAILY

TOKYO, April 12 (By Air Mail)—Seven Indonesian film producers have closed down as a protest against government aetion which they claim allowed film importers – mostly of American films—more leeway while promulgating measures they claim are unfavorable to local film-makers.

Indonesian National Film Enterprises (Perfini) and Indonesian Artists Studio (Persari), Indonesia's Big Two, were among the seven who protested against the higher import taxes on equipment imported by the studios.

The studios also claim they want protection from foreign film imports, especially from America, as these films so surpass theirs in the interest of the public that they deem them "unfair competition."

Virginia Theatre Group Lists Meeting Plans

RICHMOND, April 16 – The Virginia Motion Picture Theatre Association has reserved all the rooms in the Chamberlain Hotel in Old Point Comfort, Va., for its annual convention to be held there June 10-13.

Because of the many attractions in that section of the state, the first day of the convention will have no planned meeting and has been set aside for sightseeing.

Directors to Meet

Among the official events scheduled are a board of directors meeting, business meetings, a publicity and promotion session and the election of officers and board members. There will also be a number of social events. Jerome Gordon, Newport News, is the general chairman of the convention.

Arthur Kalman Dies; Headed AAP Division

Arthur A. Kalman, 46, Eastern division sales manager for Assoeiated Artists Production, died of a heart attack at his home in Malverne, L. I., yesterday. Funeral services will be held tomorrow at 1 P.M. at Schwartz's Funeral Home, in Forest Hills, N. Y. Survivors include his wife, Ann; three children, and a brother.

To Raze Albany House

ALBANY, April 16 – The Fabian-owned Grand Theatre, dark since January, 1956, will be torn down and the space it oecupies will be converted into a 75-car parking lot here, if city officials give the expected approval. The Fabian management believes a parking lot on the site would be a convenience to patrons of its Palace Theatre, located virtually across the street from the shuttered house.

Armstrong Buys 3 More

BOWLING GREEN, O., April 16 —Jack Armstrong, northern Ohio theatre circuit owner, has confirmed to the exchanges his purchase of the Strand and Valentine theatres in Defiance, and also of the Defiance Drive-In from Mallers Brothers, Fort Wayne, Ind. This brings his circuit to a total of 12 indoor and 4 outdoor theatres.

New All-Year Drive-In To Open in Copiague

The new Prudential All - Weather Drive-In Theatre on the Sunrise Highway, Copiague, N. Y., will have its formal opening Saturday. All proceeds from the first day's gross receipts of the new theatre will go to the building fund of St. Charles Hospital, now being built in West Islip, it was announced by Joseph M. Seider, president of Associated Prudential Theatres.

The All-Weather Drive-in has a children's playground, an adult playground area, modern cafeteria, dining terrace which allows patrons to watch the picture while eating, an outdoor screen 125 feet wide and an integrated 1,000-seat indoor stadium-type theatre. The All-Weather will be open all year with performances matinee and evening.

Theatres Cited by MOD

MILWAUKEE, April 16 – Certificates of appreciation have been presented here to five theatres in recognition of their aid in the March of Dimes campaign. Aecepting the citations for the theatres were: Erv Clumb, Riverside; Gerry Franzen, Varsity; Edward Johnson, Roosevelt, and Harold Pearson, Wisconsin Allied.

Reopening Heralded

HARTFORD, April 16—The Hartford Theatre Circuit's Lenox, marking completion of an extensive remodeling program, invited lady patrons, with escorts, to be guests of the management Monday through Thursday of reopening week. Local models cut a lobby ribbon, and the event was reeorded by regional press.

Set 'Joe' Premiere

The world premiere of Universal-International's "Joe Butterfly" will be held during the second week in June at the Paramount Theatre in Newport News, Va., as part of the International Naval Review and the Jamestown Festival.

H. F. Williams Dead

MINNEAPOLIS, April 16—Memorial services were held here for H. F. Williams seeretary-treasurer of K. Lee Williams Theatres, Ine., DeQueen, Ark., who died at the Fairview Hospital here following a protracted illness.

. . . NEWS ROUNDUP

Report 'Hellcats' Doing Well

Columbia's "Hellcats of the Navy" achieved four-day grosses of $8,500 and $3,100, respectively, in the premiere theatres, the Spreckels, San Diego, and the Garde, New London. Another four-day gross reported was more than $1,600 at the Vendome, Nashville.

■

Atlas Plans Japan Films

William F. Parker of Atlas International Films has announced plans for three feature films to be made in Japan for U.S. consumption. The first is "Manjiro," the second, "Imperial Hotel," and third a comedy about film making in Japan.

■

Astaire, Circuit in Deal

Charles L. Casanave, president of the Fred Astaire Dance Studios, has announced completion of negotiations with Henry G. Plitt, president of Paramount - Gulf Theatres, Inc., whereby the theatre cireuit organization will open its first Astaire-franchised dance studio. The pact marks the second Astaire deal with a major theatre circuit organization, the first being with Interstate Theatres of Texas, whose Fred Astaire Almeda Dance Studio is in operation now in Houston.

■

Japan Group in 2 Drives

Japan Exhibitors Association has formed a committee for abolition of admission tax and has protested against two private railway companies for financing new theatres in Tokyo where "theatre patronage is already spread out too thin over the present number of theatres."

Cleveland Bank Robbery Is Scoop for Movietone News

Twentieth Century-Fox Movietone News has a news scoop in its current issue by obtaining exclusive rights to film depieting an actual holdup this week of a Cleveland bank.

The film of the robbery, whieh was taken by a hidden movie eamera, shows a masked man and woman walking into the St. Clair Savings and Loan Co. and scooping up more than $2,000 from the cash drawers. With the aid of this film, Cleveland poliee rounded up the alleged robbers within 36 hours. Movietone promptly secured from Cleveland authorities permission to include the film in the newsreel.

BI

"REACH FOR ME!"
THE YOUTH AUDIENCE!

ANOTHER M-G-M
SHOWMANSHIP FIRST!

DISC JOCKEY MOVIE PARTIES

ALL OVER AMERICA TO LAUNCH
M-G-M's SOCK COMEDY DRAMA!

"THIS COULD BE THE NIGHT"

HERE'S WHY WE'RE DOING IT!

The Preview in New York was sensational, a riot of laughs, drama, romance. Now we're extending its fame nationwide in a new and novel way!

PLANS FOR BIG SHOW!

★ TOP DISC JOCKEYS IN 35 CITIES TO SPONSOR INVITATIONAL PREVIEWS!

We're going to reach America's mass audience (*Exchange cities and others*) by creating word-of-mouth and want-to-see through the penetration of the disc jockeys with their tremendous youth following.

★ PUBLIC INVITATIONS OFFERED ON THE AIR!

Hundreds in each city will have an opportunity to get invitations to these special showings of this wonderful entertainment.

★ EXHIBITORS! ASK YOUR M-G-M BRANCH FOR DETAILS!

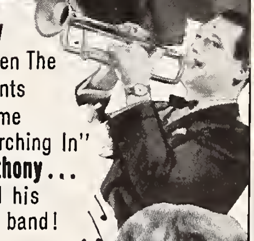
Jean Simmons
Pretty school teacher among the mobsters.

Silken-voiced **Julie Wilson** as Ivy the Torch singer

The new romantic sensation from Broadway **Anthony Franciosa**

The guy from **"Solid Gold Cadillac"**

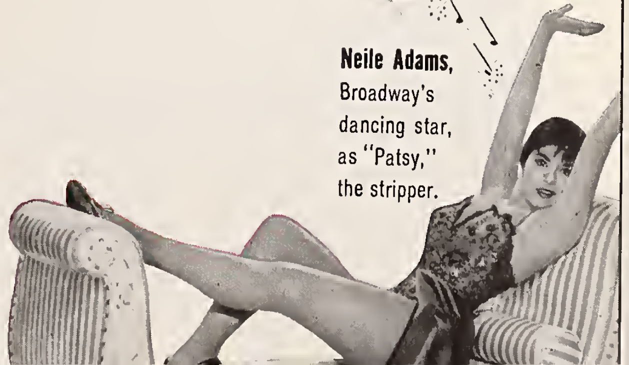
The doll from **"Guys and Dolls"**



Ray When The Saints Come Marching In" **Anthony...** and his hot band!

Joan Blondell as the ex-burlesque queen of the Prohibition era.

Rafael Campos of "Blackboard Jungle" fame as the bus boy.



Neile Adams, Broadway's dancing star, as "Patsy," the stripper.

M-G-M presents

JEAN SIMMONS · PAUL DOUGLAS · ANTHONY FRANCIOSA

In

"THIS COULD BE THE NIGHT"

With
JULIE WILSON · NEILE ADAMS · JOAN BLONDELL
J. CARROL NAISH · RAFAEL CAMPOS · ZASU PITTS
And RAY ANTHONY and His Orchestra
Screen Play by ISOBEL LENNART · From Short Stories by CORDELIA BAIRD GROSS
In CinemaScope
Directed by ROBERT WISE · Produced by JOE PASTERNAK

Television Today

Who's Where

Morris Sher has been named business manager of Station WMGM, New York. He formerly was a member of the legal staff of Loew's Inc., where he served as liaison with Station WMGM and M-G-M Records. He joined Loew's Inc. in 1937.

□

Al Naroff has been appointed West Coast Manager for Trans-Lux Television Corp. and will be in charge of sales and operations in the eleven Western states under the supervision of Trans-Lux vice-president, **Richard Carlton.**

□

Lester S. Tobias has been appointed Western division manager for A.A.P.'s sales office in Los Angeles. He replaced **Robert Kronenberg,** who resigned from the company early this month.

□

Marc Daniels has been awarded a long-term contract, extending through 1959, as head of the Program Department of TNT Tele-Sessions, Inc.

□

Harold C. Lund, vice-president-Pittsburgh for the Westinghouse Broadcasting Company, Inc., has been appointed to the WBC board of directors.

Screen Gems to Film 'Ivanhoe' in England

In what is said to be the first time an American major television company will make a complete series in England, Screen Gems, Inc., is going into immediate production with 26 'Ivanhoe" programs there, according to Irving Briskin, head of production for Screen Gems.

Ralph Cohn, vice-president and general manager for the Columbia Pictures TV subsidiary, will leave for London shortly to arrange facilities for filming of the series.

Based on the classic Sir Walter Scott novel, the "Ivanhoe" programs will be produced in Eastman color and filmed in London and the British countryside.

TV Sets Total 464,697

WASHINGTON, April 14.—February output of television sets totaled 464,697, the Radio-Electronic-Television Manufacturers Association reported. This compared with 450,180 in January, 576,282 in February, 1956.

New Western Series

"Have Gun – Will Travel," a new dramatic western series starring Richard Boone, will make its debut this fall on Saturday evenings from 9:30 to 10:00 P.M. over CBS Television.

One Man's TViews

By Pinky Herman

RAYMOND BURR will CBStar in the new "Perry Mason" full-hour mystery series which will occupy "The Jackie Gleason" Saturday at eight P.M. slot early in September. . . . The Geo. Foster Peabody Awards for news coverage were ABCopped with John Daly accepting on behalf of that net's national convention staffs (Chicago & San Francisco) and Edward P. Morgan taking the honors for his regular news and commentator radio series. . . . Last CBSunday on Ed Sullivan's hour, the perennial favorites, Smith & Dale, with their 'income tax skit' proved hilarious. This great comedy team, which has been making people laugh for the past 40 years, should be spotted at least once a month on that or any other network hour-long program. (Are you reading, Ed and Marlo?) . . . Composer-arranger Charlie Naylor, who, with his wife, was injured in the ill-fated Northeastern Airline crash on the take-off from LaGuardia two months ago, is fully recovered and again writing those clever jingles. . . . The star of the MacGowan telefilm series, "Sky King," Kirby Grant, is on the production staff at Wilding TV Films. . . . Mennen Co., upon conclusion of its NBContract with "Robert Montgomery Presents" this Fall, will sponsor a new series, "O.S.S." TVia ABC, Thursdays 9:30-10:00 P.M.

☆ ☆ ☆

The Texas Co. has renewed sponsorship of "The Metropolitan Opera" radiocasts for the 18th consecutive year. The program, which started over NBC back in 1930, moved over to the blue network seven years later and has been heard over ABC ever since, under the direction of William Marshall. . . . Producer Charlie Wick has his "Frances Langford Show" half-hour color musical at the signing stage. . . . Announcer Bill Rogers, heard, but not SEEN on "$64,000 Question" and "$64,000 Challenge" is one of the handsomest men in TV. Started his career 20 years ago on WHAM, Rochester.

To Discuss Videotape At SMPTE Convention

The pros and cons of Videotape recording will be debated by the five men affiliated with Ampex Corp., who worked together on the controversial new development, during the convention of the Society of Motion Picture and Television Engineers to be held April 29-May 3 at the Shoreham Hotel, Washington, D. C. This session will take place the first evening at 7:30 P.M.

Charles P. Ginsberg will describe extensions of present Videotape Recording, including improved means for switching to and from the recorder, the possibility of "dead sync" between picture and sound, color recording, extension of bandwidth, improved dubbing techniques, and the reduction of noise through improvements in tape and the use of electronic devices.

Anderson, Miner to Be Heard

Charles Anderson will discuss signal translation through the demodulator. Robert A. Miner will discuss the economic potentials of the new development and the possible effects on affiliated and independent stations.

Kurt R. Machein will describe the splicing technique for Videotape and Ray M. Dolby will describe mechanisms developed to insure acceptable Video waveform at the output of the Videotape recorder.

AAP Prospects Good for Increased 'Cash Flow'

Prospects for increasing the cash flow of Associated Artists Productions are good, according to vice-president Maxwell Goldhar, who said that the net profits of the company in the first quarter of this year were about the same as the $1,000,000 or $2.50 per share earned for all 1956.

In an interview in the "Wall Street Journal" yesterday Goldhar said that it is "reasonable" to multiply the figure by four to project profit for the full year.

Goldhar said that AAP, which spent $23,500,000 in 1956 in purchasing the Warner Bros. film library and the Popeye cartoon library from Paramount Pictures, is not in a state of "cashless prosperity." Cash flow has risen sharply—to a current level of about $10,000,000 annually and so has the rate of repayment of the $9,000,000 loan incurred with the purchase of the Warner library, he said.

Foreign Market Considered

Goldhar said that AAP currently has about $24,000,000 in business under firm contract for rental of its film libraries to U. S. television stations. He said that other possible sources of income include sale of story rights, dubbing in sound of some silent films, and from the foreign market.

A special stockholders meeting of AAA will be held in Wilmington, Del., today to take action on a four-for-one stock split after which there will be 1,600,000 outstanding shares out of an authorized 4,000,000.

Censor-Need

(*Continued from page 1*)

iarly we don't need it. There is common morality backed by the police. It "wouldn't hurt," he said, to allow a few producers to make that fast dollar. They'd learn soon they wouldn't get playing time.

He doesn't particularly like, but wouldn't object to labeling pictures. The British industry does it, and not by law, he pointed out. He did tell exhibitors who booked "The Moon Is Blue" and "The Man with the Golden Arm" they could use a "warning." An irony of the situation, he feels, is that in strict Chicago the police, who interfered with "The Miracle," didn't interfere with his pictures. But the Code did, he was at pains to point out.

Preminger feels that the Motion Picture Association doesn't represent the industry so long as it has no independent producers.

Calls Appeals Board 'That Club'

Independents esthetically and economically now are important, he theorized, and lately have given the industry its prestige. For majors to control the industry's self censorship is unreasonable, he averred, and assaile especially the Appeals Board — "that club." He submitted a picture about the drug traffic, he said, and "they got on their high horses and gave me a stern answer, and then six weeks later they changed the rules." If an independent had been present, he said there would at least have been "a decent interval."

Prior regulation, if it must be, at least should not be by competitors Preminger believes. It could be, he added, by impartial and responsible representatives of the public.

"Saint Joan" will open in New York probably the end of June and in about 15 other places where he sought talent. In Europe, its opening in Paris will be preceded by thorough and ingenious promotion. He intends to make "Bonjour Tristesse" next, probably beginning in July.

ITOA to Join

(*Continued from page 1*)

cuss the May 13 meeting and whether or not it will participate. MMPTA had observers at the 1954 arbitration talks and at that time did not participate actively in the industry meeting as its charter forbids entry into trade practice matters.

Southern California Theatre Owners Association is also considering participation in the May 13 meeting, and has not notified the distribution committee whether it will participate, it is understood.

To Produce 'Candido'

Continental Distributing, Inc., in its production debut, has acquired the film rights to "Me Candido," Walt Anderson's stage comedy now playing at New York's Mews Theatre. Frank Kassler, Continental president, has stated that production will begin in the late summer. Anderson is now working on the screenplay.

Vire-Video

(*Continued from page* 1)

rticipation of a theatre or not, the version of motion picture entertain-ent from the theatre screen to the me television screen is an operation at can help render the theatre obso-te."

Pinanski said he felt there was a ssibility also that the widespread iring of homes for direct reception first run films could play into the nds of the big electric and tele-one companies, with such services entually becoming adjuncts of a ide variety of services performed for e home by such companies. There uld be no place for the exhibitor in e future of such services, he opined. "It could lead to a real upheaval," nanski observed.

Hails Financing Plan

With an insufficient supply of prod-t still in view and theatre attendance ain in a decline after a strong first the year start, Pinanski hailed the ent announcement by New York hibitors of the launching of a plan obtain financing for a minimum of independent productions.

"It is time exhibitors did something help solve their difficulties," he said. ction is vital now. Theatres require arge variety of product. Small city d neighborhood theatres have a od market for pictures that large ies don't want. There are widely rying public tastes everywhere. oduct to fill the demand just isn't ilable. Exhibitors will have to fill t need themselves.

"The big pictures for the most part aimed at holidays. In between we ve little or nothing. That's what's ong with business. Theatres can't erate on that basis. They're in busi-s 52 weeks a year, not just on holi-s and weekends. The answer to siness conditions is in the pictures t are playing and available."

Praises Buena Vista

He commended Buena Vista on its ve in dating "Cinderella" into 20 ston neighborhood theatres over the t weekend.

'If we are able to compete with er businesses that for long now e been offering suburban and wth area patrons the convenience downtown stocks and services at ghborhood branches, then we must modern, too, and offer our best l newest merchandise where our tomers are and not put obstacles the way of their attending the the-e," he said.

PAA Board

(*Continued from page* 1)

was put off pending the return of AA president Eric Johnston from rope and the arrival in New York n France of Roger H. Lewis, ad-tising-publicity group chairman.

pyros P. Skouras, president of 20th ntury-Fox, and A. Montague, vice-sident of Columbia Pictures, are ected to report on the business lding program at this meeting.

REVIEW:

The Buster Keaton Story

Paramount—VistaVision

Versatile performer Donald O'Connor is certain to leave audiences of all ages laughing at his characterization of the famed frozen-faced vaudeville comedian Buster Keaton, whose career is the basis for this black-and-white VistaVision film. The picture is highlighted by O'Connor's restaging of a dozen or more of Keaton's memorable comedy routines. In all of these highly humorous sequences, O'Connor, in keeping with the Keaton tradition, never cracks a smile.

This picture features a portion of the career of Keaton—his start in show business, entry into the silent film industry, and his decline with the advent of "talkies." O'Connor must be congratulated for his fine performance as Keaton in the comedy acts and in the other stages of the vaudevillian's life. He is ably assisted by Ann Blyth, who portrays the girl who married Keaton; television actor Larry Keating, the studio head; glamorous Rhonda Fleming; Richard Anderson, Peter Lorre, Dave Willock and Claire Carleton. Cecil B. DeMille is also seen in an early bit, as a cameraman in the film.

Co-producers Robert Smith and Sidney Sheldon wrote the original screenplay from a story idea by Smith, and Sheldon functioned also as the director.

The story begins in 1904 when the Three Keatons are playing the vaudeville circuit and living in dingy hotel rooms, and featuring a knock-about act. Seventeen years later Buster makes his first attempt at getting into the silent films and though rebuffed initially, he finds that there is a place for his pantomime comedy. He soon rises to the top as a star, but with the entry of "talkies," his popularity in the industry declines and he takes to drink. Standing by him at all times is his wife, who leaves him following one of Buster's drunken bouts, but returns to the comedian when he decides to go back to vaudeville.

Running time, 91 minutes. General classification. Release, in May.

Lester Dinoff

Seek Holders

(*Continued from page* 1)

39 films in its backlog in various stages of release plus seven films which have never been presented before. He said that he hopes to have the group of seven released in six to eight week intervals. The entire group of films was produced in Italy, Germany, England and France.

He also added that IFE currently has available a group of 26 post-1948 features for leasing to television, of which 12 are included in the backlog of 39 films slated for theatrical release. Poe said that all of these 26 films have been dubbed into the English language.

Not Closing, He Says

"Trade reports of IFE's closing down are highly exaggerated, even though we haven't released a film for a number of months," Poe said. "Independent distribution is a costly process and we have been casting about for a change of format. We believe that by letting franchise holders distribute IFE product, we will be getting a better revenue from the U. S. market which has had a deep penetration from Italian films," he said.

Poe said that he intends to convert IFE offices in New York, Chicago and Los Angeles to "supervisory basis." He indicated that by mid-May, the negotiations with "states righters" will be completed as Dr. Renzo Rufini, head of IFE in Rome, will arrive here to see the new operation.

USIA Budget

(*Continued from page* 1)

Administration must look to the Senate to repair the damage.

The House agreed to give the agency $105,000,000 for the year starting July 1, a reduction of $35,000,000 from the budget request and a cut of $8,000,000 below this year's appropriations.

The President had asked the appropriations committee on Friday and asked his legislative leaders this morning to try to get more money for the agency, but no one even attempted this in the House. Minority leader Martin of Massachusetts said he knew such a move was doomed to fail. In fact, several amendments were offered—all defeated—to cut the agency still further.

The cut would fall particularly heavily on the film program, which is seeking an increase from this year's $7,004,320 to $9,446,000.

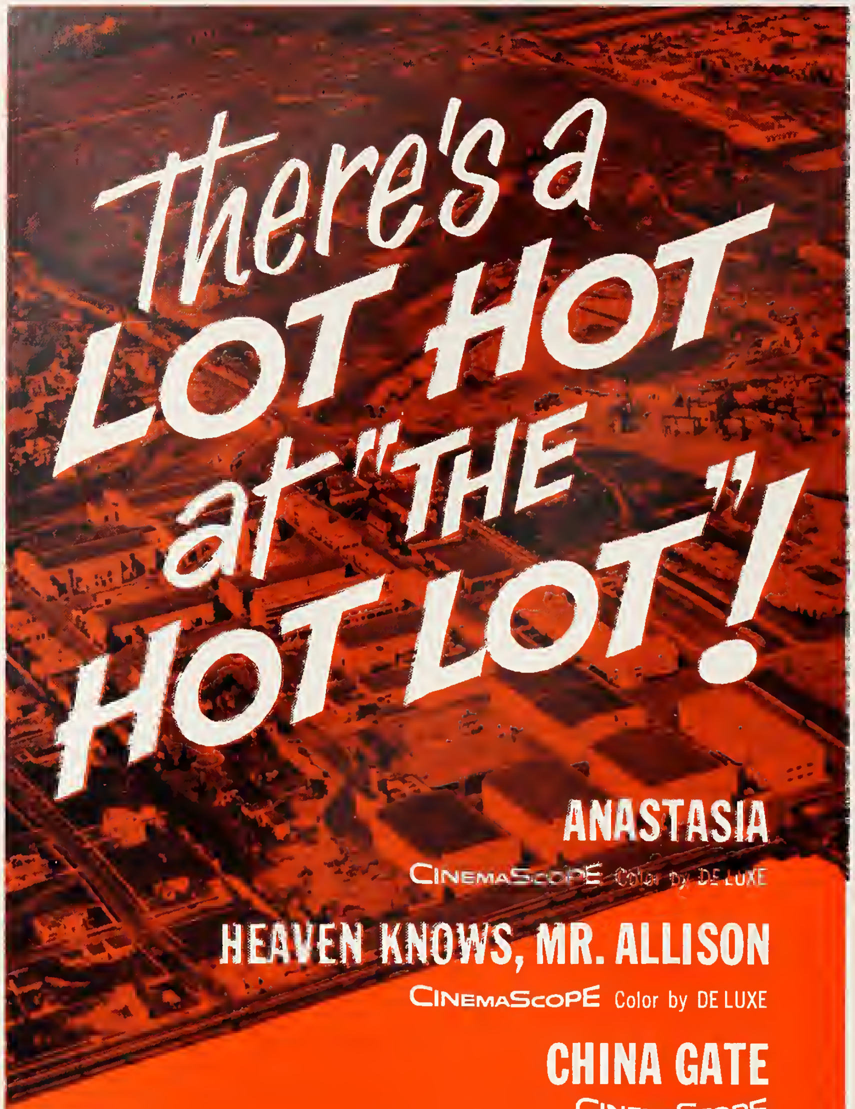
Senator Bridges of New Hampshire, ranking Republican on the Senate Appropriations Committee, said he thought the Senate might restore some of the House cut, but certainly not all of it.

Utah Anti-Trust

(*Continued from page* 1)

the Villa Theatre in a Salt Lake suburb, is seeking $450,000 in damages alleging monopoly in violation of anti-trust acts. One ruling by the judge was overturned on appeal. Two subsequent hearings met jury deadlocks.

SEE MONSTER FROM OUTERSPACE RUN WILD!
Not since King Kong has the screen seen anything like it!
20 MILLION MILES TO EARTH
from COLUMBIA of course!



There's a LOT HOT at "THE HOT LOT"!

ANASTASIA
CinemaScope Color by DE LUXE

HEAVEN KNOWS, MR. ALLISON
CinemaScope Color by DE LUXE

CHINA GATE
CinemaScope
Globe Enterprises Production · Released by 20th Century-Fox

THE WAY TO THE GOLD
CinemaScope

DESK SET
CinemaScope Color by DE LUXE

THE WAYWARD BUS
CinemaScope

ISLAND IN THE SUN
CinemaScope Color by DE LUXE
Darryl F. Zanuck Productions Inc. · Released by 20th Century-Fox

BERNARDINE
CinemaScope Color by DE LUXE

A HATFUL OF RAIN
CinemaScope

AN AFFAIR TO REMEMBER
CinemaScope Color by DE LUXE
Jerry Wald Productions, Inc. · Released by 20th Century-Fox

THE Hollywood REPORTER

TRADEVIEWS
by W.R.WILKERSON

• EVERY once in a while a studio gets hot; a production company begins to stand out; a company begins to leap in business.

The hottest studio we've ever seen since the days of Irving Thalberg at MGM is 20th-Fox currently. It's the talk of the industry generally and the focal point of conversations here in Hollywood. This, of course, does not mean that the other major plants are not moving along in the manner designed for their production progress. But the hot lot is 20th.

When a studio gets hot it seems that everyone wants to get in on the activity. Authors begin to show a preference for having their creations photographed on the hot lot; agents seem to run to such a lot first with whatever they have to sell — not so much that they want to give it the preference, but they are just attracted by the heat. Producers, directors and players get the same attraction.

An indication of what's going on out at 20th, now under the wing of Buddy Adler, the youngest (in years of service) of any major head, can be summed up with: 20 active producers, headed by Zanuck, Selznick, George Stevens, Jerry Wald and 14 other top creators now making product for the company. The studio has 26 directors under contract, working on 31 recently bought stories or plays and 38 other stories either finished and unreleased, in production, or screenplayed, cast and ready for shooting.

Of big importance in an effort to keep this lot hot is the signing of 30 "new faces" within the last year; several already have made their mark, such as Pat Boone, Jayne Mansfield, Don Murray, Dana Wynter, Joanne Woodward, and more and more. Of immediate importance is the rush of big star names to this lot: Ava Gardner, Rock Hudson, Cary Grant, John Wayne, Katie Hepburn, Alan Ladd, Sophia Loren, Clark Gable, Harry Belafonte, Tyrone Power, Eva Marie Saint, Bob Mitchum, Ingrid Bergman — just to mention a few "outside" names that are being joined with the more than 30 names of star value already under contract for long periods of production.

Just how does a studio get hot? It's a combination of a lot of things, principally brains and hard work in the top echelon, but this hooked up with a lot of production luck and, OF COURSE, a New York setup that's cooperative with decisions and WITH money.

from 20th... "THE HOTTEST STUDIO"!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 81, NO. 75 NEW YORK, U.S.A., THURSDAY, APRIL 18, 1957 TEN CENTS

EDITORIAL

Variety Tents' Story Is Worth Telling

By Sherwin Kane

AS has been frequently pointed out in the industry's press and by other observers of the industry scene, one of the most remarkable activities carried on by members of our business is the humanitarian work of the Variety Tents at home and abroad.

How much good will and public esteem for the entire industry is inherent in the wonderful work being done by Variety for thousands of handicapped and underprivileged children is brought home when, at such times as the recent International Variety Clubs annual convention in New Orleans, one has the opportunity to witness the surprise and admiration of the local press and public when they learn for the first time of this dedicated humanitarian work constantly being carried on, without fanfare of any kind, by showmen whom few among the general public ever suspected previously were aware of stricken children.

•

Nathan D. Golden, Variety International's Heart chairman, told this year's convention that since 1928, when the first Tent was begun, Variety clubs have expended nearly $39,000,000 in helping unfortunate youngsters.

Last year the Tents spent $3,000,000 on their Heart Projects and will raise and expend a comparable sum this year.

Such figures eloquently testify to the scope of the Heart Projects.

•

Many Variety barkers are reluctant to see too much publicity given to the Heart Projects. They believe, and understandably so, that good works are their own reward and those who help perform them do so without desire for public recognition.

But the Variety Heart Projects story can be told factually, in good taste, and the telling will reflect credit not only upon the barkers and the industry to which they belong but will, in the long run, benefit the projects themselves and those they are intended to help by bringing them to the attention of many in need of their good works who otherwise would not hear of them.

Plans Trade Study Abroad

O. N. (Bill) Srere, prominent West Coast theatre owner, will leave here today for a six-week tour of Europe to survey exhibitor operations and showmanship "with an eye towards bringing back some ideas which will bolster our business."

Srere, who is an official of the Southern California Theatre Owners Association, said here yesterday that he will visit friends in England, Italy, France, Holland and Denmark to see how they are doing business with the same type of product he plays in his theatres.

"Business has been spotty. If we have a good picture, we make some money, but overall, we are not taking

(*Continued on page* 7)

Prepare TOA Analysis Of Loew's TV Suit

An analysis and explanation of the anti-trust suit which the Federal government has launched against Loew's, Inc., alleging that the film company has illegally refused to sell motion pictures to television stations except on a "block booking" basis, has been prepared by Herman M. Levy, general counsel for Theatre Owners of America. The "Industry Case Digest" is being distributed to TOA members to familiarize exhibitors with contents of the complaint.

Levy, in analyzing the civil suit filed

(*Continued on page* 7)

House Passes Bill with Cut in Funds for USIA

From THE DAILY Bureau

WASHINGTON, April 17.—The House passed and sent to the Senate a bill appropriating only $105,000,000 of the $144,000,00 sought for the U.S. Information Agency in the coming fiscal year.

Administration officials will ask the

(*Continued on page* 7)

Television Today Page 6

N. Y. Business Picks Up Despite Bad Weather

Despite the inclement weather yesterday, and the fact that Holy Week is traditionally the worst in the year for the theatre business, local grosses picked up considerably as the Easter holiday period started.

Broadway was crowded by a large number of school children who have started their holiday vacations early and their presence was evident in many theatres. Exhibitors are anticipating that this pick up in business will continue for at least two weeks as New York City schools close down next week for the holidays.

Says Rentals Essential To Arbitration Plan

From THE DAILY Bureau

LOS ANGELES, April 17.—The position of American exhibitors will not be improved by any industry arbitration system which does not include provisions for the arbitration of film rentals and sales policies, in the opinion of a portion of the membership of Southern California Theatre Owners Association.

SCTOA, which has been notified by Theatre Owners of America and Allied States Association of the start of

(*Continued on page* 7)

Herb Pickman New WB Special Events Head

Herb Pickman, of the Warner Bros. home office field exploitation department, has been promoted to the post of director of special events for the company, it was announced yesterday by Meyer M. Hutner, national publicity manager.

Herb Pickman

Pickman was recently coordinator and liaison for national promotion activities in connection with "The Spirit of St. Louis." He succeeds Abe Kronenberg, who has resigned.

Pickman, who joined Warner Bros.

(*Continued on page* 7)

Detroit, May 7-9

Arbitration, COMPO Head Allied Agenda

Gordon Will Report on Talks with Distributors

Re-affiliation with the Council of Motion Picture Organizations and a report on arbitration will highlight the agenda of the Allied States Association board of directors meeting to take place in conjunction with the annual convention of Allied Theatres of Michigan at the Whittier Hotel, in Detroit, May 7-9.

Formation of the agenda is currently being worked out by the heads of Allied's regional units who are notifying board chairman and general counsel Abram F. Myers, in

(*Continued on page* 7)

Goldwyn Won't Appeal Ruling in FWC Case

Samuel Goldwyn Prods. has decided not to appeal to the U. S. Supreme Court from the recent decision of the Federal Circuit Court of Appeals in California upholding a ruling that 20 of 27 films named in the Goldwyn anti-trust complaint against Fox West Coast are not actionable because of the statute of limitations.

This was revealed by James Mulvey,

(*Continued on page* 6)

Crescent Names Hosse Successor to Grainger

Special to THE DAILY

NASHVILLE, April 17. — Webb Hayes, executive vice-president of Crescent Amusement Co., has announced that Robert Hosse will assume the duties of general manager,

(*Continued on page* 6)

Tradewise on Page 2

Tradewise, the new department of comment by Onlooker, appears in this issue on page 2.

PERSONAL MENTION

SAM SPIEGEL, producer, who arrived in New York recently from Ceylon, left here yesterday aboard the "Queen Elizabeth" for London.

•

Roy O. Disney, president of Walt Disney Productions, became a grandfather for the first time this week when a son, Roy Patrick, was born to Patricia Ann and Roy E. Disney.

•

Lionel Rogosin, producer-director, left here yesterday for Europe.

•

Edward Sutherland, veteran actor and director, will leave New York today for Bermuda via B.O.A.C.

•

Mrs. Thomas Callahan, whose husband is a member of the 20th Century-Fox home office art department, gave birth to a girl this week at Terrace Heights Hospital, L. I.

•

Louis Clyde Stoumen, producer, and Fred Jordan, associate, have arrived in New York from Hollywood.

•

Ed Polk, of Batten, Barton, Durstine & Osborne, will leave here tomorrow for Belfast, Me.

•

Ben Gazzara, now in Philadelphia, will leave here tomorrow for Washington.

2 Col. Branch Heads Take Over on Monday

New branch managers will take over in two Columbia Pictures exchanges Monday. Norman Jackter, branch manager at Albany since 1952, will now manage the Los Angeles exchange and has been succeeded at Albany by Herbert Schwartz.

Jackter, who replaces Harold Green, who has been on a leave of absence, joined Columbia at Charlotte in 1946 as a booker. He became a salesman the same year, switched to Washington in 1949.

Schwartz started with Columbia in 1950 as a salesman in Cincinnati and moved over to Albany the following year.

'Anastasia,' 'King' Score

Twentieth Century-Fox's "Anastasia" and "The King and I" have played more than 2,000 return engagements in the U.S. and Canada since winning a total of six Academy Awards, it was disclosed yesterday by Alex Harrison, the film company's general sales manager.

TRADEWISE

By ONLOOKER

WHAT happened to business in March and early April? January and February were great months for most of the nation's theatres. The toboggan started in March and the slide is not yet ended. Many sales executives shrug and ask, "What can you expect in Lent?" Exhibitors, on the other hand, say they're not so sure Lent is the whole explanation, or even the major one. They insist it's the same story that has been evident for the past several years—that the really big ones will do more business than ever before, the lesser ones will do nowhere near as much as they once did. Therefore, when the bottom drops out of business as it did in March, it's probably because there just aren't enough blockbusters made to keep theatre business at a strong level constantly. Exhibitors go on to complain that the volume of product available to any given theatre nowadays is insufficient to permit it to resort to the remedy of more frequent changes of program when the blockbusters move on and their replacements fail to draw. Most of them are convinced that it adds up to a powerful argument in favor of spacing releases of the really top product to avoid those arid weeks that slow up theatre attendance just when it appears to be making a good run for recovery of its former place in popular favor.

THE RECENT REPORTS from Minneapolis quoting Ben Berger as favoring a withdrawal from Allied States membership was responsible for a lot of head-scratching in exhibitor and distributor circles that follow exhibitor organization affairs. Berger was widely regarded as one of the national Allied stalwarts. The reason given for his stand—because he considered Abram Myers, Allied's chairman and general counsel, "too conservative," caused even more widespread perplexity. But Allied's capable new president, Julius Gordon, visited the scene of local strife and achieved a victory for the national organization by dissuading the leaders of the walkout movement from carrying out their intention. Although he was named chairman of the reorganized North Central Allied, Harold Field looks like the emerging strong man. He is conservative in his trade thinking, once—about 18 months ago—advocated a TOA tie for the North Central exhibitors. Ted Mann, the new president, is conservative on some issues, a firebrand on others. It remains to be seen what policies he will advocate. Stanley Kane, executive officer in the long Berger NCA reign, will be less prominent henceforth, with Henry Greene now in the paid post of executive secretary. It was a unique organizational experience, that near defection of one of Allied's oldest and historically staunchest affiliates. It remains to be seen just what course the new administration chooses to follow and just how much progress it can make.

THEY SAY THAT the big test of the production financing program sponsored by New York metropolitan exhibitors will come when it's time to convert pledges into cash. Experience with earlier plans for exhibitor-financed production have collapsed at that stage. There are a certain number of well-financed circuits and independents who set the good example in such things by laying it on the line, substantially and early. After that, the subscriptions heretofore have dwindled to a trickle and neither exhortation, increasing product crises nor glowing descriptions of what life can be like in a buyer's market have succeeded in moving the exhibitor en masse into putting such a project over the initial financial hurdle. Veterans whose memories go back to First National days agree it can be done. Moderns, whose experience includes such projects as E.F.F.C., the Makelim Plan and the more recent E.F.F.G., add the proviso—If the exhibitors will put up the cash.

To Mark Norman Rydge's 20th G. U. T. Anniversary

Special to THE DAILY

SYDNEY, April 13 (By Air Mail) The 20th anniversary of Norma Rydge as chairman and managing d rector of Greater Union Theatres Australia will be observed durir June.

G. U. T. is Australia's oldest e hibitor organization and und Rydge's administration reached i greatest stage of expansion and co solidation. Numerous industry ar public events are planned for the a niversary observance.

Albany Anti-Trust Suit Settled Out of Court

Special to THE DAILY

ALBANY, April 17. — Local e changes have been notified of settl ment in the $350,000 anti-trust ar monopoly suit brought in the U. District Court by the Capital Ci Theatre Corporation, former operat of the Eagle Theatre in Alban against seven distributors and sever exhibitor corporations. Terms of t agreement were not revealed.

The action was instituted two yea ago, but no trial had been held. Th plaintiff alleged that it had bee forced to sell the subsequent-run the tre here, after operating same fro July 1, 1944, to April 1, 1951, ar after spending approximately $20,0 in refurbishings because of "unlawf acts" and "illegal practices" on t part of 20 corporations named as d fendants.

Monopoly Charged

Claiming that it had been unable obtain desirable pictures because restrictions imposed and discrimin tion practiced and that there had bee a monopoly by distributors in restrai of trade, plaintiff corporation ask for treble damages.

The defendants in the action i cluded: Copia Realty Co. and Fa Theatres, Inc., Fabian subsidiarie Warner Bros. Circuit Manageme Corporation; Patroon Theatre Corpor tion and Albany Royal Theatre Co poration. The last named two we operators of the Hellman family Paramount and Royal, respectivel Both houses are now dark.

DRIVE-INS DEMANDED IT ! !
A LIVE-ACTION
ALL-TALKING
ALL-COLOR
and HERE IT
IT HAS EVERYTHIN
TO INCREASE YOU
CONCESSION SALE
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1327 S. Wabash CHICAGO, ILL.
630 Ninth Ave. NEW YORK

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Ston Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otte National Press Club, Washington, D. C.: London Bureau, 4. Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Edito Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Six Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; The J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, eac published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fam Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreig Single copies, 10c.

PEOPLE

Ely Epstein, formerly sales man-ger for RKO Radio in Philadelphia, has joined the Columbia exchange in hat city in a sales capacity.

☐

Bernard C. Evens, press represen-ative in the Kansas City area since 942 for MGM, is leaving the com-any, effective tomorrow. Evens for-erly served United Artists in a simi-r capacity in St. Louis.

☐

Robert A. Conn, formerly with Of-cial Films, has joined the staff f Edward Robinson Advertising gency, Philadelphia, as vice-presi-ent in charge of sales.

☐

Len Silver, who formerly handled xploitation assignment for Columbia ictures in Philadelphia, has joined merican Fiber-Velope Manufactur-ng Co. as head of the sales promo-on division.

☐

James Van Lare will be managing irector for the summer stock season, une 25-Sept. 1, of the Bushkill Play-ouse on the grounds of Bushkill anor, Bushkill, Pa., operated by **apt. Harold Auten**, veteran film dis-ibutor.

☐

George D. Coleman has joined the riangle Stations as director of Re-onal sales.

A Gets New England ranchise from Rifkin

Arrangements have been con-uded for Allied Artists to acquire New England franchise, with anch offices in Boston and New aven, from Herman Rifkin, it was nounced yesterday.

Steve Broidy, AA president, final- the purchase before leaving for gland on Tuesday. Negotiations re concluded by Edward Morey, vice-president, and Earl Revoir, sistant treasurer.

A Founder of Monogram

Rifkin, a pioneer of the film in-stry since 1910, and a founder of onogram Pictures, operates theatres roughout the New England area. will now devote all his efforts to theatre interests.

CD Opens Offices Here

Wondsel, Carlisle & Dunphy, new n production company, has opened ices and a studio at 1600 Broadway re. Harold Wondsel is president; b Carlisle, vice-president in charge production; and Tom Dunphy, e-president in charge of TV activ-s.

Plea for Higher Morality in Films Voiced by 3 Ohio State Senators

Special to THE DAILY

COLUMBUS, April 17—The public would have greater confidence in films shown in Ohio if state censorship were reenacted, said Sen. Robert Shaw (Rep.), Columbus, co-author of SB 115 at an initial hearing before the Senate Education Committee. He said responsibility for the moral tone of films does not rest with the church, school or home and that "there has been some breakdown of safeguards under the present anti-obscenity law," which he termed "ineffective."

Sen. Charles A. Mosher (Rep.), Oberlin, committee chairman, said there have been four prosecutions under the anti-obscenity law passed at the last session of the legislature.

'Influx of Risque Moxies'

Sen. Andrew Putka (Dem.), Cleveland, said there has been an "influx of risque movies" since the demise of censorship but was unable to name one shown in Ohio in the past two years that might have been banned by the censor board. He said "there is general consternation throughout the country because of the low moral tone of movies."

The next hearing is scheduled for April 23.

See Day Nearing for Tape to Replace Film

The day when magnetic video tape will replace film in many branches of cinematography may be rapidly approaching. In Hollywood this week, Kurt R. Machein, an engineer for Ampex Corporation, was quoted as saying that in the near future means will be perfected for the successful cutting and splicing of video tape without distortions or aberrations. At present, the use of Ampex tape recording machines has been limited to uninterrupted recording.

Machein, who will deliver a paper on the subject at the SMPTE convention in Washington April 29, said the cutting and splicing problem already has been solved in the laboratory.

U. S. Postpones Sale Of Gen. Aniline Stock

From THE DAILY Bureau

WASHINGTON, April 17 — The Government postponed its proposed sale of three-fourths of its controlling interest in General Aniline and Film Corp.

Bids had been asked for May 13. Attorney General Brownell said the postponement would be such as to permit the Supreme Court to rule on a suit by individual stockholders in Interhandel, Swiss holding company.

This would presumably put the sale off until well into the fall. The Senate also has before it a bill to block any sale until Congress decides on the ultimate disposition of all vested property.

Can. United Amusement Net Profit $274,641

Special to THE DAILY

OTTAWA, April 17 — United Amusement Corp., Ltd., Montreal, has reported net profits of $274,641 for 1956 as compared with $228,793 in 1955 and a working capital of $1,508,148 compared with $1,170,713. Investments in associated enterprises, etc., are carried at $1,444,395.

The company is negotiating to sell theatres where operations are not profitable.

Cartoon Show Trailer

The Filmack Trailer Company has announced a new cartoon show trailer with full color and sound now available. The trailer is designed to promote Saturday kid matinees, and is worded so it can be used for all subsequent cartoon shows.

Dickinson to Address American Film Festival

Thorold Dickinson, documentary film producer and chief of film services of the United Nations Department of Public Information, will give the principal address during the American Film Assembly & Golden Reel Film Festival to take place here at the Statler Hotel next week. The festival will begin on Monday and run through Friday.

Dickinson will speak at a luncheon on Tuesday, with his subject "The World Is Our Public." Expected to be on hand are almost 3,000 producers, distributors and educators, and other users of 16mm special purpose, informative films. During the week activities will include workshops, critiques, screenings and awards to outstanding films released in 16mm during the past year.

L. A. 'Cinderella' Strong

HOLLYWOOD, April 17.—Reissue of Walt Disney's "Cinderella" has scored an outstanding first week gross of $200,587 in 39 Los Angeles area theatres, the company has reported. Ten of these were drive-ins, grossing over $10,000 each in seven days.

It is reported that the gross figure for "Cinderella," expanding its run today to 58 theatres, topped Disney's "Song of the South" reissue for the same Easter period last year by 50 per cent.

'Torero!' to Fine Arts

Columbia's "Torero!", the official Mexican entry at the 1956 Venice Film Festival, which received a special citation from the jury, has been booked as the next attraction at the Fine Arts Theatre here.

. . . NEWS ROUNDUP

Re-Book 'Bullfight' in Maine

Janus Films, Cambridge, Mass., said yesterday that "Bullfight," reported as having been barred from exhibition in the state of Maine, is being re-booked there following a ruling by Judge Walter Murrell that the film does not violate any statute of the state. It has been scheduled says Janus in Lewiston, Augusta, Bangor and many of the smaller neighboring cities.

■

Ross to Plug 'Monkey'

Barney Ross, ex-pugilist, and Mrs. Ross this week will launch an extensive round of press, radio and TV appearances here in connection with Edward Small Productions' forthcoming "Monkey on My Back," film story of Ross' life, a United Artists release.

■

Reader Completes 'Disaster'

Harrison J. Reader, executive producer of the Peak Productions (London) film, "Date with Disaster," has completed shooting on the picture and will return to the U.S. at the end of this month for meetings with a major distributor.

■

Bankers Trust Unit Moving

The Amusement Industries Group of the Bankers Trust Co., which has been located on the second floor of 51 Rockefeller Plaza, will move on Monday to new and larger quarters on the second floor of 415 Madison Ave., above the bank's newly-opened branch.

■

'China Gate' Bow in Frisco

"China Gate," Globe Enterprises' CinemaScope production released by 20th Century-Fox, will have its world premiere at the Fox Theatre in San Francisco on May 8.

■

N.C.W.U.S. Hails 'Allison'

The National Council of Women of the United States has sent letters to its more than 1,000 member organizations officially recommending 20th Century-Fox's "Heaven Knows, Mr. Allison."

U. K. Films at Fair

A series of films on aspects of life in Britain will be shown without charge for visitors to the World Trade Fair now underway at the New York City Coliseum. These are being made available by British Information Services, British Travel Association and British Overseas Airways Corporation. Showings are held daily through April 27 in the motion picture theatre at the fair.

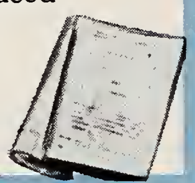
THE SPIRIT OF ST. LOUIS

James Stewart as Lucky Lindy, a Leland Hayward-Billy Wilder production based on the Pulitzer Prize-winning book by Charles A. Lindbergh.

The Spirit of St. Louis
Charles A. Lindbergh

THE PAJAMA GAME

Starring Doris Day, John Raitt, Carol Haney in the Sensational Broadway musical success produced and directed by George Abbott and Stanley Donen.



THE PRINCE AND THE SHOWGIRL

Starring Marilyn Monroe and Laurence Olivier, two of the screen's most famous personalities. A Marilyn Monroe Productions, Inc. picture.

ALL THESE GREAT BOOKS... ALL THESE GREAT PLAYS... ADDING TO THE GREATNESS OF WARNER BROS.

THE WHIP

An exciting and dramatic story. From a novel by the well-known author, Luke Short. To be produced by Henry Blanke, directed by Raoul Walsh.

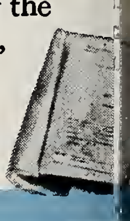
THE FBI STORY

An absorbing book by Don Whitehead which has received brilliant reviews and is at the top of the national best-seller list. To be produced and directed by Mervyn LeRoy.

THE FBI STORY

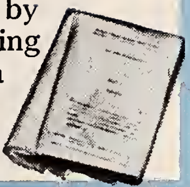
THE D.I.* (*Drill Instruc

Starring Jack Webb, who also directs. This daring and dynamic adaptation of the novel has wide appeal, presents a surprising Jack Webb.



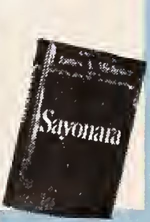
FACE IN HE CROWD

nother dynamic Elia azan production from tory and screen play by udd Schulberg, starring ndy Griffith, Patricia eal. Directed by lia Kazan.



SAYONARA

Marlon Brando stars in the production of the best-selling novel by James A. Michener, author of "South Pacific;" directed by Joshua Logan, produced by William Goetz. Screen play by Paul Osborn.

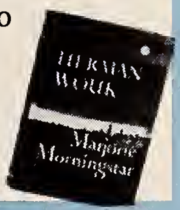


AUNTIE MAME

The laugh hit of the nation. Two years a best-seller as a novel, by Patrick Dennis, and the current number-one comedy success of the Broadway theatre. To star Rosalind Russell. To be directed by Morton DaCosta.

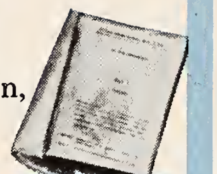
ARJORIE ORNINGSTAR

est-selling novel by erman Wouk, author of The Caine Mutiny." To e directed by Daniel ann, produced by ilton Sperling.



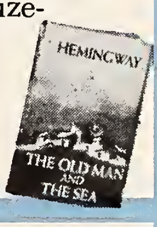
DAMN YANKEES

Another tremendously successful musical Broadway hit. To be produced by George Abbott in association with Frederick Brisson, Robert E. Griffith, Harold S. Prince.



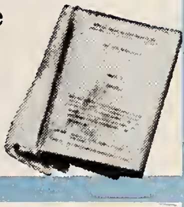
THE OLD MAN AND THE SEA

Starring Spencer Tracy in the film version of most famous work of Pulitzer and Nobel Prize-winning author Ernest Hemingway. Produced by Leland Hayward. Directed by John Sturges.



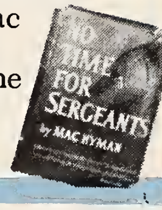
HE HELEN ORGAN STORY

nn Blyth and Paul ewman star in this roduction based on the bulous career of the eat blues singer. irected by Michael urtiz, produced y Martin Rackin.



NO TIME FOR SERGEANTS

Produced and directed by Mervyn LeRoy. The famous Broadway comedy hit and best-selling book by Mac Hyman, starring Andy Griffith and others of the N. Y. cast. Screen play by John Lee Mahin.



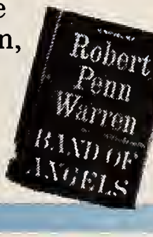
THE NUN'S STORY

From the season's current best-seller by Kathryn Hulme. Audrey Hepburn to star. Fred Zinnemann to direct.

The Nun's Story
KATHRYN HULME

AND F ANGELS

arring Clark Gable and yonne De Carlo in the m presentation of the terary Guild selection, st-selling novel by bert Penn Warren. irected by aoul Walsh.

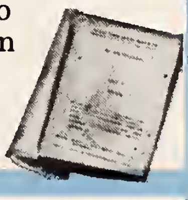


ONIONHEAD

From the exciting new novel by Weldon Hill, regarded as a certain best-seller. Does for the Coast Guard what "Mister Roberts" did for the Navy.

DARBY'S RANGERS

William A. Wellman's production based on the real-life exploits of Col. William O. Darby, World War II hero. To be produced by Martin Rackin, directed by Wellman. To star Charlton Heston.



HE DEEP SIX

rring vehicle for Alan dd. From the novel by rtin Dibner, to be duced by Martin ckin, directed Rudolph Mate.

THE
DEEP
SIX

TOO MUCH TOO SOON

One of the most eagerly anticipated books of the year. To be produced by Henry Blanke, directed by Irving Rapper.

TOO MUCH TOO SOON

THE PHILADELPHIAN

Newest of the important Warner acquisitions is this dramatic novel by Richard Powell which is climbing on top of the best-seller lists.

Television Today

To Hold 'Sneak Preview' Of New TV Commercials

Madison Avenue is borrowing one of Hollywood's most cherished customs: the sneak preview. Tomorrow night three new 60-second commercials for the Purex Corporation's "new blue Dutch" will be given a public preview at the Palms Theatre, Culver City, Cal.

The commercials, produced by UPA, are destined to be seen eventually on NBC-TV's Arthur Murray Houseparty. Tomorrow night's audience will be asked to fill out cards, telling which of the commercials they liked best, and why—just like real movies.

14 Peabody Awards Include Script Writer

A total of 14 Peabody awards were made Tuesday at a meeting of the Radio and Television Executives Society of New York at the Roosevelt Hotel here. For the first time, the Peabody committee presented an award for script writing to Rod Serling for "Requiem for a Heavyweight," seen on CBS' Playhouse 90.

Other awards went to the American Broadcasting Company and John Daly and their associates for television coverage of the national political conventions: Edward P. Morgan, of ABC, for radio news; "The Secret Life of Danny Kaye," produced by CBS' "See It Now" in cooperation with the United Nation's Children's Fund, for TV promotion of international understanding; "The Ed Sullivan Show" on CBS for television entertainment.

"You Are There" (CBS), television education; "Youth Wants to Know" (NBC), youth and/or children's programs; "World in Crisis" (CBS), television public service; "Bob and Ray" (Mutual and NBC), radio entertainment; "Books in Profile" (WNYC, New York), radio education; "Little Orchestra Society Children's Concerts" (WNYC), radio youth and/or children's programs; "Regimented Raindrops" (WOW, Omaha), radio-television local-regional public service.

Special awards went to Jack Gould, radio-television critic of the "New York Times" and to United Nations Radio and Television for promotion of international understanding.

Renew 'Wyatt Earp'

General Mills Inc., of Minneapolis, and The Procter and Gamble Company of Cincinnati have signed 52-week renewal contracts for sponsorship of "The Life and Legend of Wyatt Earp" in the 1957-58 season, on ABC-Television.

Credit Stations' Record Business To Quality, Adherence to Code

Special to THE DAILY

CHICAGO, April 17—Quality programming and adhering to the TV code have put WGN and WGN-TV in the position of showing an all-time high for record business, according to Ward Quaal, vice-president and general manager of WGN, Inc. The station became a full adherent to the code last fall.

Quaal, who took the command post at WGN, Inc. in August of 1956, declared at a press conference today that business for the radio station reached its highest point in 33 years, and that WGN-TV also established a peak record in its nine years of existence. As an example, Quaal cited that March of 1957 was 16.7 per cent better than in 1956, and that in billings, April will produce the biggest gross in the history of WGN.

Revenue Up 10 Per Cent

In stating that WGN is no longer "just a jukebox operation," Quaal said that the station's revenue increased 10 per cent despite the fact that they "threw out pitch and mail order business amounting to $595,000."

Quaal emphasized optimism for broadcasting out of Chicago. He said in this connection that "Chicago can produce radio and television better at a lower cost than anywhere else in the nation." He added, "We have the talent, the knowhow and the experience here."

In outlining future plans for WGN and WGN-TV, Quaal disclosed they will originate programs daily from the Chicagoland Fair at the Navy Pier June 28 to July 14. Also from the Farmerama to be held in McHenry County from August 30 to September 5, where Vice-President Richard Nixon is scheduled to speak.

Seeking More Properties

He said, further, "WGN is seeking additional radio and TV properties. We are having conversations with the owners of several stations. These are not in the Chicago area, since Federal Communications Commission monopoly rules prohibit additional ownership here."

In regard to the fourth television network connected with Sylvester L. (Pat) Weaver, Quaal said no commitments had been made. He mentioned, however, that he is interested in the Weaver plans, and he made specific reference to interest in "Ding Dong School."

New Series for Kiley

DALLAS, Texas, April 17—Richard Kiley has been signed as the star of the first television series to be produced in this city by Dallas Film Industries, Inc., it was announced by Joe Graham, president of the new Dallas film company.

AJC Merit Award Is Presented to CBS

In recognition of "distinguished public service programming," the Columbia Broadcasting System, Inc., has received a citation of merit from the American Jewish Committee on the occasion of the organization's half-century anniversary observance.

The award, the first ever given by the AJC to any organization or mass communications media, was accepted by Richard S. Salant, CBS vice-president, on behalf of Dr. Frank Stanton, president of CBS. The presentation of the only award given by the AJC at their meeting at the Waldorf-Astoria Hotel here was made by Jesse Steinhart, vice-president of AJC.

ABC Renews for Opera

Complete performances of the Metropolitan Opera will be broadcast again next fall, for the eighteenth consecutive season under the sponsorship of The Texas Company in the United States and McColl-Frontenac Oil Company, Ltd., in Canada, George Comtois, vice-president in charge of sales of the ABC Radio Network, has announced. The broadcasts will be carried over the full ABC Radio Network from coast to coast and throughout Canada by the Canadian Broadcasting Co.

'Nightline' to Bow

A new 85-minute evening series, "Nightline," with veteran showman Walter O'Keefe as program host, will be presented on NBC Radio every Tuesday, Wednesday and Thursday beginning Tuesday, April 30. It will present remotes from nightclubs, interviews with celebrities, general human interest features and on-the-spot news coverage of events.

Goldwyn Won't Appeal

(*Continued from page 1*)

Goldwyn Prods. president, who returned here from the Coast this week. Trial of the Goldwyn action against FWC has been set to start June 10.

Mulvey denied reports current in New York that closing of a deal for the sale of the Goldwyn film backlog to television was imminent. Nothing is likely to happen in the immediate future, he reported.

Goldwyn is continuing to examine properties with a view to deciding upon his next production but has mad no definite selection yet. In the mear time, the Goldwyn organization ma reissue some of its pictures. No suc cessor to Robert Mochrie, former sale head, will be named until Goldwyn next big production is ready for th market, Mulvey said. Mochrie re cently joined M-G-M as an executiv assistant to Charles M. Reagan, vice president in charge of domestic sale

REVIEW:

The Iron Sheriff

United Artists—Grand

A pleasant little Western, with wh dunit overtones, has been fashione here from the standard ingredients courtroom, mystery and Western dr mas. Although the action isn't abu dant, the story has enough suspense tide over the more avid fan.

The title role is played by Sterlir Hayden, a sheriff, who becomes i volved in a moral situation when h teenage son is accused of robbing stage and killing its driver. The ev dence is circumstantial, the boy plea his innocence and Hayden believ him, but the boy's future father-i law on his deathbed tells Hayden l saw the lad commit the crimes. Tl sheriff hires a famous trial lawyer ar an expert range detective to help hi prove his son's innocence. Hayde at odds with his conscience, finally r veals at the trial what the dead ma told him. The boy is sentenced hang until another clue is unearth which proves only someone who kne when the stage was due could ha committed the crimes. It turns o two men were involved, one of the the dead man.

Top performances in the film we turned in by Hayden and John De ner as the lawyer who drinks away h sorrows. Constance Ford is wast as Hayden's sweetheart, and Ke Taylor is properly hissable as tl newspaperman who vindictively tri to build up a case against the b because of his (Taylor's) futile lo for Miss Ford.

Jerome C. Robinson produced ar Sidney Salkow directed this Grar Productions presentation.

Running time, 73 minutes. Gener classification. Release, in April.

JAY REMI

Crescent Names

(*Continued from page 1*)

following the departure for New Yo of E. O. Grainger, who held a on year contract ending May 1 as gener manager of the circuit. Hosse stat that "Crescent will continue to o erate with its present personnel."

Crescent Amusement Co., it w disclosed, has awarded a contract f a $450,000 office building for lease Tennessee Products and Chemical C

'All Guys' Opens Mon.

"If All The Guys in The World French import being distributed b Buena Vista, will open at the Tran Lux Normandie Theatre here c Monday.

Arbitration

(Continued from page 1)

ashington, of the topics on industry fairs which they want to discuss.

The reaffiliation with COMPO ill be taken up by the Allied directors who will be given a report y a committee composed of Wilbur naper, Trueman T. Rembusch and lyers. This group has been meeting ith a COMPO group, headed by manuel Frisch, to attempt to settle fficulties between the groups.

Dollinger Group to Meet

Prior to the start of the board of rectors meeting, a conference is heduled to be held by national Aled's Emergency Defense Committee hich is headed by Irving Dollinger. eports on industry trade practices d certain sales policies of a numr of film companies will be disssed there.

Julius M. Gordon, national Allied esident, will report to the board the status of arbitration and conliation, his talks with the distriburs and Theatre Owners of America, d the scheduling of the May 13 dustry meeting on launching arbition talks.

A report may be given by Gordon his private talks with representaes of each film company on certain tional Allied affairs.

To Talk Business-Building

High on the agenda is a report m national Allied's committee on procurement of a public relations le, which has been investigated by lney Stern, committee chairman. ogress being done in the field of siness building will also be taken as will plans for staging the nanal exhibitor organization's 1957 nvention at the Concord Hotel, amesha Lake, N. Y., next Fall.

Also important are the status of ble theatres" and the forthcoming rtlesville, Okla., test scheduled for e summer. Progress in the field tax elimination and legislation will o be discussed by the board.

sk House Unit for oreman's Testimony

Aware, Inc., the organization deated "to combat the Communist nspiracy in Entertainment-Comnications and the Fine Arts," has t an open letter to the House Unerican Activities Committee ask- that it make public testimony en to the group by Carl Foreman, llywood writer-producer, and a letsent to Columbia Pictures by the irman of the House unit. Colum- signed a deal with Foreman in l-March under which he will proe four pictures for the company ing the next three years.

In the announcement of the protion deal Columbia said that eman had invoked the Fifth endment when asked by the comtee whether or not he was a nmunist in 1951 but that in Aut of 1956 he requested and was nted an opportunity to appear again before the committee and testified "without recourse to the Fifth." Aware, in its letter to the House committee yesterday, said it has information to the effect that Foreman "stands today just where he stood in 1951" and asks that the committee prevent "the illusion of a special standard for Foreman" by making public his later testimony and the letter to Columbia.

Columbia officials in the home office here said yesterday they had no comment to make on Aware's letter.

TOA Analysis of Loew's Suit

(Continued from page 1)

by the government late last month, says the U.S. alleges that "films are a very important part of the programming of all of the 471 commercial television stations in the U.S."; that, "these stations need films for use in programming a large portion of approximately 5,000 hours per year which they broadcast"; that, Loew's, Inc., has refused to deal with television stations other than on the basis of "block booking"; that, in addition, at least three corporations owning television stations have "issued or transferred" 25 per cent of their voting stock to Loew's, Inc., in exchange for licenses to exhibit Loew's films on television.

The TOA counsel also reports that the government claims the following effects from Loew's conduct: "Television stations have been forced to buy large numbers of feature films they did not want; the playing times of television stations have been 'arbitrarily pre-empted', thus preventing them from securing film from other producers and distributors; those TV stations that are financially unable to take feature films in large quantities required by Loew's, Inc., have been prevented from obtaining any of Loew's feature films, and that TV stations have exhibited many feature films that are inferior in quality, and which they would not have exhibited if they had not been required by Loew's, Inc., to make the deals they did."

Showmanship Study

(Continued from page 1)

in enough dollars at the box office. You could attribute this to the fact that the distributors are not giving us enough films," Srere stated.

A lot of people have reported that business overseas has been very good, the veteran exhibitor said. "In my trip abroad, I hope to find out how business can be good at the box office when foreign exhibitors have been playing the same type of product American theatres have. Maybe we have been overlooking something. If so, I hope to find out what and to utilize it in my own business," Srere said.

The SCTOA official said that he plans to meet with "some of my friends in the film companies before I sail tomorrow." Srere met yesterday with Alex Harrison, 20th Century-Fox; A. Montague, Columbia; Walter Branson, RKO Radio Pictures; Charles Feldman, Universal, and Morey Goldstein, Allied Artists.

Asked about the proposed formation of an industry arbitration system, Srere declined comment, saying this issue is being handled in Los Angeles by Harry C. Arthur, Jr.

Herb Pickman

(Continued from page 1)

14 years ago as field representative for the Southern area working out of Atlanta, became a member of the home office exploitation staff in 1945. Prior to joining Warners, he was a reporter for the "Brooklyn Daily Eagle" and later was a member of the Twentieth Century-Fox home office exploitation department.

House Passes Bill

(Continued from page 1)

Senate to cancel the cut, and presumably Senators will restore some, though not all, of the money. The agency has a $113,000,000 appropriation this year.

The Film Division, which is seeking an increase from this year's $7,004,320 figure to $9,446,000 would be obviously hard hit by the overall cut, though the House did not specify exact cuts for the film program or other media. Apportionment of the overall cut would be left to USIA officials.

Says Rentals

(Continued from page 1)

arbitration talks with the distribution companies on May 13 in New York, is currently debating whether or not it will participate in the discussions.

According to one SCTOA board member, who said that his opinion on arbitration is shared by a number of other exhibitor members of the unit, "an arbitration system without film rentals and sales policies will not be beneficial to theatres as long as it's a seller's market." The board of directors, chairmaned by Harry Arthur, may meet here within the next two weeks on participating in the talks.

Helped Draw Up Former Draft

SCTOA took part in preparations for and discussions of the last arbitration draft, the start of which commenced following three days of conferences at the Sheraton Astor Hotel in New York in late May, 1954. Attending those conferences as representatives of SCTOA were Harry C. Arthur, Jr., Al Hanson and James H. Arthur.

Harry Arthur, at the start of the 1954 talks, would not commit his organization to any of the arbitration proposals then brought up. On the second day of the conference A. Montague of Columbia charged Arthur with plans for "indirectly or directly" bringing the matter of film rentals into the agenda as an arbitrable matter.

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VOL. 81, NO. 76 NEW YORK, U.S.A., FRIDAY, APRIL 19, 1957 TEN CENTS

EDITORIAL

Telling the Variety Tents' Stories — II

By Sherwin Kane

CONTINUING the discussion of publicizing the good works of the Variety Tents begun in this space yesterday, it is well to report that the objections to the idea for the most part are rather fastidious. They arise from fear that what flourishes in an atmosphere of silence and anonymity could become tarnished, or cheapened with the taint of immodesty, if shouted from the house-tops.

Certainly good taste is a requisite of the first order in any publicizing of the Heart Projects.

That should not be too difficult an order to fill.

•

A first step in publicizing the Tents' activities is soon to be taken, whether so intended or not, with the distribution by Columbia of Ralph Staub's "The Heart of Show Business." This 42-minute documentary is a valuable, a comprehensive record of the work done by the Tents in aiding ill, handicapped and underprivileged children.

It will do much to acquaint large numbers with the good works of the Barkers, and it promises to fulfill another function for which it is intended—that of returning much needed funds to the treasuries of International Variety and the individual Tents.

But it cannot and will not do the whole job of putting the Variety Tents' stories before the best audience in the most effective way, that is telling them to the people of the community where local showmen are doing their humanitarian work.

•

That is a story best told in the local press and on local television and radio facilities. If at all practicable, it should be told on film by the individual tents. How effective this can be was powerfully demonstrated by a screening of such a film at the recent International Variety Clubs convention in New Orleans showing the work of the London, England, Tent.

The well told, concentrated story of each Tent, made familiar to its own community, could add up to a powerful force for good—for the Variety projects, for the individual Tents and for the industry of which the Barkers are a part.

Justice Files Five New TV Block-Booking Suits

NTA, AAP, C&C, Screen Gems, and UA Named as Defendants with Charges Identical to Ones Against Loew's

The Justice Department, stepping up its drive against alleged block-booking in the sale of feature films to television stations, filed five new civil anti-trust suits in New York District Court here yesterday.

The suits, virtually identical to the one filed late last month against Loew's, named as defendants these firms: National Telefilm Associates, Inc., television distributor of 20th Century-Fox films; Associated Artists Productions, Inc., television distributor of Warner Brothers films; C. and C. Super Corp., TV distributor of RKO-Radio pictures; Screen Gems, Inc., TV distributor of Columbia Pictures; and United Artists Corp., which distributes its own pictures to television.

As did the Loew's suit, each complaint charged that the film distributor involved forced TV stations to license pictures in groups, making them take films they didn't want in

(*Continued on page* 3)

USIA Defends Payment To Private Producer

From THE DAILY Bureau

WASHINGTON, April 18. — The U.S. Information Agency defended its payment of over $100,000 to help out a private film producer making an anti - Communist film for commercial showing.

During recent hearings and debate on the U.S.I.A. appropriations, the agency came in for heavy criticism for this payment. Members charged that the payment was designed to bail out the producer when his film flopped in American theatres.

A U.S.I.A. statement put in the

(*Continued on page* 2)

TV Distributors Seek Legal Advice on Suits

The five national television film distributors named in the government's anti-trust action alleging block-booking of films to television stations were seeking legal advice yesterday and some were hesitant to comment on the Federal action.

Ely A. Landau, president of National Telefilm Associates, declared: "We have not yet seen the complaint, but we understand it charges all the companies named with compulsory block booking of feature

(*Continued on page* 3)

Wallerstein Heads B&K

David B. Wallerstein will succeed the late John Balaban as president of Balaban & Katz Corp., it was announced here yesterday by Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres. Wallerstein has been vice-president and general manager for the past seven years of B & K and Publix Great States Theatres, subsidiaries of

(*Continued on page* 2)

Vote Daylight Saving For Urban Minnesota

Special to THE DAILY

MINNEAPOLIS, April 18. — Both houses of the Minnesota Legislature today passed a bill granting Daylight Saving Time in Minneapolis, St. Paul and Duluth and to the suburban and rural areas in nine counties surrounding the twin cities. The measure was passed after heavy labor and business pressure smothered rural opposition.

'Engineering,' Product Problems Delay Telemovies in Southwest

Special to THE DAILY

OKLAHOMA CITY, April 18—Despite the numerous recent and current applications for closed circuit home television franchises by exhibitors in municipalities throughout Oklahoma, Texas and Arkansas, there are no plans for actual installations by theatres of telecasting equipment and local wiring operations at this time other than the original experimental unit of Video Independent Theatres at Bartlesville, Okla., insofar as can be learned here.

Video itself has postponed the Bartlesville experiment from next month to an as yet indefinite date in late summer because of difficulties encountered in engineering work involved in the moving of telephone lines and power lines on the poles to be used. The work was described as being more complicated than had been anticipated, thus accounting for the postponement.

C. O. Fulgham, in charge of public relations for the Bartlesville test, said that Video has no plans for any other installations until it has had reasonable experience with telemovies there.

Fulgham declined to identify first run product that might be available for the theatre to home TV screen by closed circuit test in Bartlesville. He would say only that "A number of major companies have agreed to supply films for the test."

Television Today Page 6

PERSONAL MENTION

CHARLES R. "BUD" BARRY, vice-president of Loew's, Inc., in charge of television operations, will return to New York today from Chicago.

•

John C. Flinn, Allied Artists advertising-publicity director, will return to the Coast tonight from New York.

•

William Goldman, head of William Goldman Theatres, Philadelphia, has been elected president of the reorganized 21 - member board of WHYY-TV, the city's projected non-commercial educational television station.

•

Stephen Bosustow, president of United Productions of America, will leave here today for London via B.O.A.C.

•

Carl H. Winston, assistant publicity manager of Columbia Pictures, became a grandfather this week with the birth of a son to the wife of Carl, Jr., King City, Cal., newsman.

•

George Roberts, general manager of Rifkin Theatres, Boston, has been reelected president of the Greater Boston B'nai B'rith Council.

•

Sam Katzman, producer, will arrive here from Paris on Saturday.

•

Mrs. Barnet Yanofsky, wife of co-operator of the Round Hill Drive-in, Springfield, Mass., gave birth to a son this week. It is their second child.

Loew's International Has 3rd German House

Loew's International opened its third theatre in Germany earlier this week when it presented "High Society" as the initial attraction at the M-G-M Theatre in Frankfurt, the film company announced. The opening of the Frankfurt house brings to 45 the number of M-G-M theatres overseas.

Boston Theatre to Davis

BOSTON, April 18.—Richard Davis, president of UMPO, has signed a long term lease on the Shubert-owned Copley Theatre, Copley Square, as a showcase for UMPO product. Tom Dowd, representing UMPO, is now in town preparing the theatre for the opening. This 1,050-seat theatre, long closed, is to be entirely redecorated, air conditioning is to be installed and new equipment added where necessary.

Study New Egypt Pact

The board of directors of the Motion Picture Export Association has requested Continental managers to take up the matter of sending an overseas representative to Egypt to launch negotiations for a new film agreement with that country. The MPEA agreement on export licenses and remittances expired on April 14 and the companies are seeking more licenses and better terms in a new film pact.

The MPEA directors, at their meeting here on Wednesday, also agreed to participate in the Berlin Film Festival, which will be held June 21 through July 2. Each member company will submit one feature and one short to the MPEA screening company for selection as an entry in the Berlin competition.

Cannes Budget Approved

The directors also approved budgets for the Cannes Film Festival in France next month and for operations of the Rome film board in Italy. Also, they were informed that Leo Hochstetter, Far East overseas representative, is currently enroute to Singapore for talks with the Federation of Malay States on import duty problems. From Singapore, he will go to Manila for further discussions on the Philippines situation.

SBA Funds Bill Is Sent to White House

WASHINGTON, April 18.—Congress finally sent to the White House a bill appropriating money for the Small Business Administration to resume lending operations.

The agency has been out of funds since late February, and has been processing loans but unable to grant the actual money. Meanwhile, the House and Senate wrangled over other provisions of the bill containing the $45,000,000 needed to run SBA through the rest of this fiscal year.

Today House and Senate came to terms and sent the bill to the White House. Presumably it will be signed promptly, and SBA will start making loans again.

'Dolphin' Ad Tie-In

Double-page Gimbels department store advertisements tied in with 20th Century-Fox's "Boy on a Dolphin" appeared in four New York metropolitan newspapers last night and this morning. The dailies included the New York Journal American, Post, Times and Daily Mirror. "Boy on a Dolphin" opens today at the Roxy Theatre.

USIA Defends

(*Continued from page* 1)

Congressional Record by Rep. Hays (D., O.) said the film in question was being seen by millions of foreign viewers all over the world, and since it has a "compelling anti-Communist theme," will "certainly have a most useful impact on persons in other countries and advance the foreign policy of the U.S. Government."

Says Producer Paid 80 Per Cent

The U.S.I.A. declared that its payment of slightly over $100,000 was less than 20 per cent of the total budgeted production cost of the film, the rest being paid by the producer. For its share, the government received complete control of the script and a promise from the producer of extensive foreign showings, the agency continued. Rather than being a flop in the U.S., the film will probably show "a modest profit," Congress was told.

The name of the film was kept secret, U.S.I.A. added, because to identify the film would "seriously impair the effectiveness of the film abroad," since the Communists would publicize the government's connection with it.

Explanation Satisfies Hays

Hays said he felt the agency statement "set this matter straight and is a sufficiently good explanation to satisfy any reasonable persons."

The transaction was also defended by Rep. Hillings (R., Calif.), who said the U.S.I.A. film program was one of the agency's "most important" jobs. "In parts of the world where illiteracy is high, motion pictures have very high value in telling our story," he declared.

Wallerstein Heads

(*Continued from page* 1)

AB-PT, operating theatres throughout Illinois and Indiana.

Wallerstein's appointment was forecast in MOTION PICTURE DAILY'S Tradewise column last Tuesday.

He has been associated with B & K since he graduated from the Harvard Graduate School of Business Administration in 1926. He has been involved in all branches of the company's operations since then, serving as district manager of the Chicago theatres, vice-president and division manager of Publix, and worked closely with Balaban in developing WBKB, Chicago's first TV station.

Throughout his association with B & K, he has served on many national committees of the motion picture industry, including the War Activities Committee, Tax Repeal Committee, and War Bond Drives, and is at present a member of the executive committee and board of directors of Theatre Owners of America.

... NEWS ROUNDUP

'Dolphin' Strong in Canada

Twentieth Century-Fox reports that its "Boy on a Dolphin," grossed a total of $3,100 for its opening day in Vancouver, where it was shown at four theatres, the Vogue, Circle, New Vancouver and New Westminster. The take for the opening day at the Garrick Theatre, Winnipeg, is estimated at $1,334.

■

Charity-Choice Benefit Set

Harry Brandt, president of Brandt Theatres and head of Independent Theatre Owners of America, will serve as treasurer of "Your Favorite Charity" world premiere of "A Face in the Crowd," Elia Kazan's Newtown production for Warner Brothers, which will be held at the Globe Theatre here on May 28. Those attending will be able to earmark their tax-deductible contributions for charities of their choice.

■

Katz, Cott in Benefit Posts

Oscar Katz, vice-president of CBS, and Ted Cott, general manager of Du Mont TV, have been named co-chairmen for the entertainment committee of the third annual Parade of Stars benefit show at Carnegie Hall on May 11, for the Children's Asthma and Research Institute and Hospital, Denver, Colo. Honorary chairman of the drive is Max E. Youngstein, vice-president of United Artists.

■

LeMaire Tour for 'Desk Set'

Charles LeMaire, head wardrobe designer at the 20th Century-Fox studio, will tour 20 U.S. and Canadian cities next month with the wardrobe he created for "Desk Set."

■

'Living Idol' to Globe

M-G-M's "The Living Idol" will open at the Globe Theatre here on Friday, May 3.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
AUDREY HEPBURN • FRED ASTAIRE
in
"FUNNY FACE"
co-starring KAY THOMPSON
A Paramount Picture
and THE MUSIC HALL'S GREAT EASTER STAGE SHOW

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Distributors

(*Continued from page* 1)

films to television stations. NTA does not engage in compulsory block booking. Its licenses do usually cover a number of films, but this is for the convenience of the television stations as well as NTA and is not a requirement of NTA.

Calls Group Sales 'Natural'

"The need of television stations for a continuity of programming which will meet the historical pattern of 13, 26 and 39 or 52 weeks cycles makes the sales of films in groups a natural distribution method in the industry without any element of compulsion. If the government should proceed with the case after acquiring a more complete knowledge of NTA's booking practices, we believe the case can and will be successfully defended by NTA."

A spokesman for Screen Gems, Inc., wholly-owned subsidiary of Columbia Pictures, indicated that in as much as no papers have been served as yet, no statement is possible.

Anti-Trust Laws Studied

He said, however, that Screen Gems, like its parent company, has carefully established its sales structure within the framework of applicable anti-trust laws.

An official of C & C TV Corp., the television subsidiary of C & C Super Corp., declined to comment on the government's action when informed of it.

A United Artists spokesman said "we have not yet been served with a complaint in the government action. From what we understand the action does not affect our method of doing business. It seems that we have been lumped with others in a general action. We had no prior notice.

"It would seem to us that the government action will not affect our company operations," he said.

No Forcing, Says Chesler

Louis Chesler, chairman of the board of Associated Artists Productions, said that "in over $25,000,000 of television exhibition contracts, they have been made for as little as one picture to a single station and in varying numbers. In many cases we have sold part of our cartoon library and no feature films and in others, just films and no cartoons. Thus, it is apparent that no product has ever been forced on anyone and it is anticipated that there will be difficulty in persuading the government of this fact. Full compliance with any requests made by the government should in no way affect the future activities of our company or its earnings."

AA Signs for Three

Allied Artists executive producer Walter Mirisch yesterday announced negotiations have been completed with D. Jersey Grut, executive producer for C. B. Pictures, for the release of three films that company will make.

Five New TV Block-Booking Suits Filed Here

(*Continued from page* 1)

order to get those they did want. The suits asked that the companies be required to offer films to TV stations on a picture-by-picture basis.

Even as the suit was filed, anti-trust chief Victor R. Hansen was telling a Federal Communications Bar Association lunch that these block-booking suits were just part of the anti-trust division's overall investigation of broadcasting, but that the department was moving promptly against them to make sure "that television broadcasters will not be subject to the type of economic restraints that encumbered motion picture exhibitors."

In the official Justice Department comment on the five new suits, acting attorney general William P. Rogers said that "the present actions are related cases following up our recent action against Loew's and are intended to eliminate compulsory block-booking in the television industry. As we stated when the Loew's case was filed, the purpose of these civil complaints is to obtain an injunction preventing the forcing of feature motion pictures in blocks upon television stations on a picture-by-picture basis.

Say Selectivity Is Sought

"Such relief would not prevent television stations from licensing a large number of pictures at one time for administrative convenience; the only requirement would be that the distributors must permit the station to select the pictures making up the group and permit negotiations picture by picture."

Hansen's official comment declared that "the compulsory block-booking of copyrighted feature motion pictures was declared to be illegal in the well-known Paramount Case which involved many aspects of the motion picture industry. We believe that the rule of that case as to block-booking is equally applicable to television. If we are successful in eradicating block-booking, non - network television stations (many of which are UHF stations) in particular should be benefited since they do not have network programs and rely heavily on feature films as a means of competing with network stations."

All Charged with Violation

As in the Loew's suit, the Department's five new complaints today charged each company with entering into and refusing "to deal other than on the basis of, block-booking contracts, all in unreasonable restraint" of trade and all in violation of the Sherman anti-trust act. The companies' practices "forced" television stations to buy large numbers of films they didn't want, the Department said, and "arbitrarily preempted" television playing time. Television stations which were unable to pay for the large quantity of films were "prevented from obtaining any," the Department continued, and those which were able to purchase the film libraries exhibited "many feature films of inferior quality" which they would not otherwise broadcast.

The Department asked in each case that the companies be enjoined from refusing to license feature films to television on a picture-by-picture, station-by-station basis; that the defendants be directed to renegotiate existing contracts for block-booking to give stations the right to license on individual films; and that the court grant such other relief "as the nature of the case may require."

750 WB Features Licensed

Associated Artists has licensed over 750 Warner Brothers feature pictures to television stations, Justice said, and except in two instances has required the purchase of at least one 13 blocks, each consisting of 58 pictures. Over 700 RKO pictures have been licensed to stations by C. and C. Super, the Department went on, which has required the purchase of either the entire group of films or blocks ranging from 150 to 440 pictures. Screen Gems has licensed more than 200 Columbia pictures to stations, Justice said, and with the exception of two cases has required the purchase of a block of at least 26 pictures.

National Telefilm Associates has licensed over 100 Fox pictures, Justice declared, and has required block purchase with only a few exceptions. About 78 United Artists pictures have been licensed, the Department went on, and with two exceptions the purchase of a block of 39 pictures was required.

Hansen Discusses the Six Suits

In his address to the FCC Bar Association, Hansen said he would dwell on the six block-booking suits "because, at first glance, they may not appear to be in the main stream of our investigations of the broadcasting industry."

Until the libraries of the film majors came into the television market about a year ago, he said, all television stations were in constant search for programs, with the need especially great among unaffiliated, independent stations.

"Advent of first-class feature films on television last year proved conclusively that TV audiences enjoy and want these films," he said. "There is now little doubt that this product holds a place of great economic importance in the television industry."

Discusses Distributor Attitude

Hansen called the attitude of some distributors of feature films for television "one of confession and avoidance." He said "they admit they have sold their films in large blocks but deny that any broadcasters were compelled to take any undesired film and contend that every one of their purchasers are satisfied customers."

Justice does not wish to prevent television broadcasters from purchasing as many films from one distributor as they choose, Hansen emphasized, but merely wants to make sure they don't have to take any they don't want. He quoted from Attorney General Brownell's statement on the Loew's case that "the distributor must permit the station to select the pictures making up the group and permit negotiations picture-by-picture."

No 'Time Table,' He Says

Hansen said there is no time-table for the Department's future activities in the TV investigation, but that it intended to continue until it was satisfied that "television broadcasting is operating in free and open competition."

The Department's work on alleged tie-ins between the sale of network time and programs is not complete as yet, he said, "but we are far more knowledgeable than we were in September." In addition, he said, the Department is now studying "voluminous" information collected by the Federal Bureau of Investigation on the networks' "must buy" policy.

Claims Widespread Benefits

Justice already had indications, he continued, that not only television station owners but private groups and individuals would benefit from a prohibition of "block-booking" of TV feature films. As an example, he said, the Japanese American Citizens League has praised Justice for bringing its suit against Loew's. The League had tried to persuade stations not to broadcast some feature films produced during World War II which "besmirched" Japanese-Americans, he said, but it had been unsuccessful because "stations have no economic choice but to buy, pay for and hence to exhibit a whole package of pre-1948 films."

PEOPLE

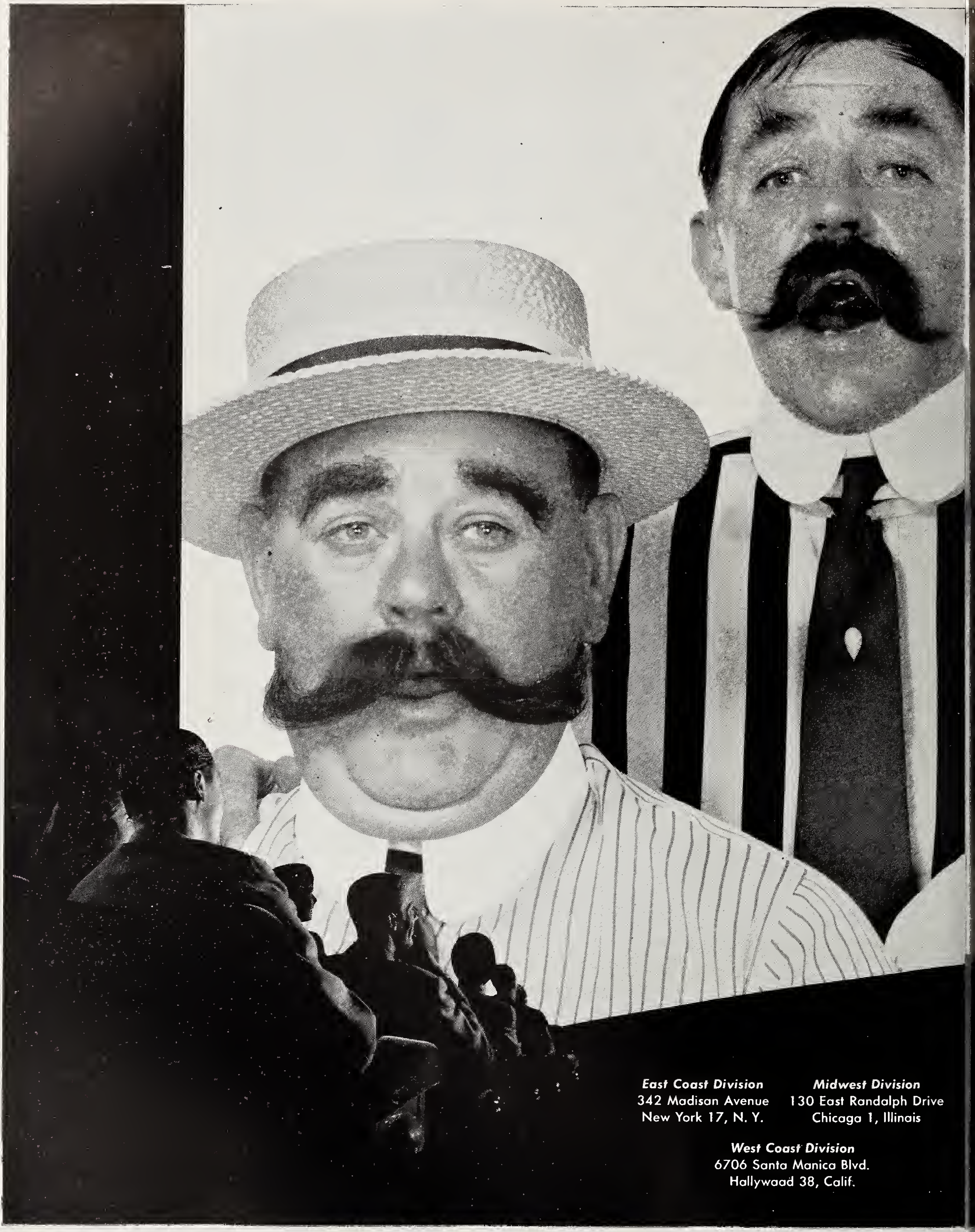
Elkan Reiner, formerly head of the Warner Brothers home office reproduction department, has been named personnel director of all departments now located at the company's new annex here at 841 Broadway. **Hershey Cohen**, formerly assistant to **Reiner**, will head the home office reproduction department.

□

John Farrow, director, has been selected by the Damien Dutton Society, which aids victims of leprosy throughout the world, for its 1957 award. Farrow was chosen "in recognition of his literary writings which have inspired many to follow in the footsteps of Father Damien and Brother Dutton, who devoted their lives to caring for the victims of leprosy."

□

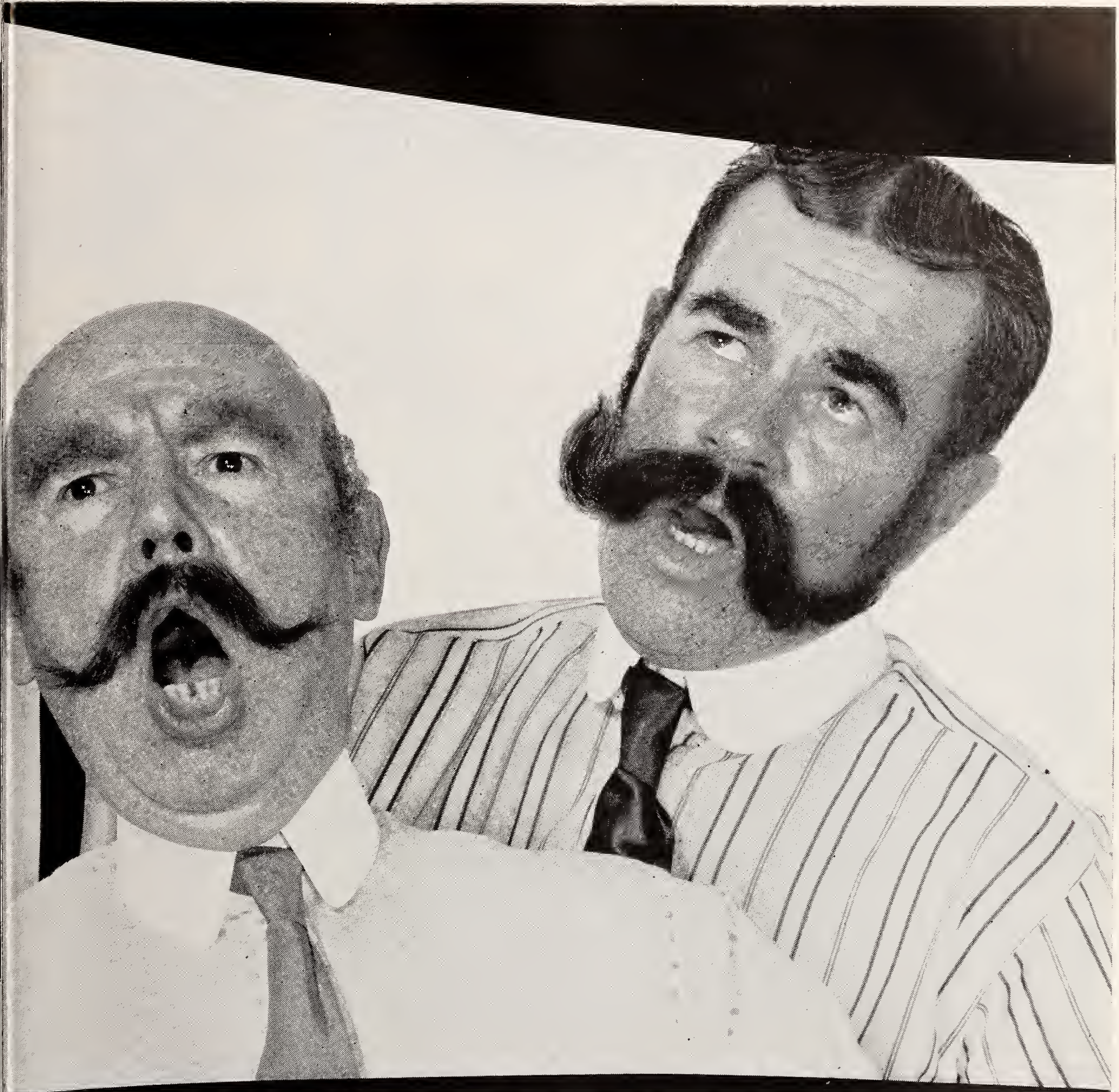
Jo Heidt, one-time advertising-publicity director for the Theatre Guild, has joined the Columbia Pictures advertising-publicity department as coordinator of promotion activities on Warwick Productions films.



East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.



Close harmony...

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FEATURE REVIEWS

The Oklahoman

Allied Artists—CinemaScope

HOLLYWOOD, April 18

Joel McCrea, Barbara Hale and a large cast of expert players make the Oklahoma of 1870 come convincingly alive in this well ordered melodrama produced in CinemaScope and DeLuxe color by Walter Mirisch. It is directed deliberately and with conviction by Francis D. Lyon from a screenplay by the dependable Daniel B. Ullman, and it departs frequently and to good advantage from story pattern worn to tatters in Western films. The climactic sequence compensates picturegoers for many past disappointments in frontier fiction by staying strictly within probabilities and plausibilities of 1870 or any other year.

The story presents McCrea, a doctor whose wife had died in giving birth to their daughter in a covered wagon, as a leading citizen and beloved benefactor in the small Oklahoma town where he has decided to live. Trouble arises from his friendship with an Indian whose daughter lives with him to take care of his daughter, and from the Indian's slaying in self defense, of a brother of the local cattle king, who's intent on buying the Indian's property because, as the Indian doesn't know, there's oil on it.

There is plenty of action in the story, but there are other values, also, as great or greater from the entertainment point of view. McCrea is excellent as the doctor, and Brad Dexter, as the cattle capitalist, plays a difficult role expertly.

Running time, 80 minutes. General classification. Release, in April.

William R. Weaver

Footsteps in the Night

Allied Artists

PROVIDENCE, R. I., April 18

Bill Elliott, one-time hero of a western series, continues his switch to modern-day dress and times in this new melodrama. He plays a lieutenant with the Los Angeles Sheriff's Homicide Bureau, whose job it becomes to track down a stranger responsible for strangling a friend of Douglas Dick who has been found dead in the latter's motel apartment.

Several false starts and clues serve to sidetrack Elliott's gumshoeing, but no harm's done as he relentlessly ties up the case, eventually pinning blame on a gasoline station proprietor. Arrest of the latter (Gregg Palmer) leads to release of the suspected killer, Dick, much to the relief of his fiance, Eleanor Tanin.

The screenplay by Albert Band and Elwood Ullman is properly functional. It's based on a story by Band. Ben Schwalb produced and Jean Yarbrough directed.

Running time, 62 minutes. General classification. Release, in March.

A. M. W.

The Girl in The Kremlin

Universal

A fascinating theory that Joseph Stalin didn't die but escaped the wrath of his Communist brethren by murdering a double is given free rein in this fantastic melodrama that abounds in excitement, foolish and familiar plotting and scads of derring-do. Stars Lex Barker and Zsa Zsa Gabor are brought into play when the latter, a naturalized American, starts searching for her twin sister and seeks the aid of Barker, a private missing persons bureau. He, in turn, enlists the help of Jeffrey Stone, leader of the anti-communist underground in Berlin. Believing Stalin is alive and accompanied by the sister, among others, they broadcast the information to the world hoping the Communists will seek them.

Their wishes come true as both Stalin's henchman and an MVD man come running hot on their trail. The former proves to be an old friend of Barker's and really an anti-communist but the latter, a true comrade, is foiled in his murder scheme by a thoroughly ridiculous but successful plot maneuver. Through him, the various heroes hear some muddled words about Greece and immediately head for there.

Once there it's no time at all before they are led right to the hiding place of Stalin, now unrecognizable because of plastic surgery. There ensues a lurid succession of chases, gun battles, fights, beatings and general pandemonium before the old premier is revealed. But up pops his long-lost son, hate in his gun belt, and proceeds to drive the two of them over a cliff. Barker and Miss Gabor walk away arm in arm and another legend fades away.

Albert Zugsmith produced, Russell Birdwell directed and Gene L. Coon and Robert Hill wrote the screenplay which was based on a story by Harry Ruskin and DeWitt Bodeen.

Running time, 81 minutes. General classification. Release, in May.

Jay Remer

The Ride Back

Aldrich & Associates—UA

Having just won the Academy Award for his performance in "Lust for Life" and being the star of another Academy winner, "La Strada," Anthony Quinn may be expected to attract somewhat more interest to this low-powered Western drama than otherwise might be the case. "The Ride Back," a comparatively off-beat in outline, is the ironical tale of scared law officer, William Conrad, who rides alone into Mexican territory, to retrieve a man wanted for murder in the States. The irony is that on the ride back the latter, played by Quinn, ends up by saving the sheriff and showing him what real courage is.

As written by Antony Ellis and directed by Allen H. Miner, however, the drama, with the exception of a couple of short skirmishes with some Indians, is understated to the point of tedium. Neither the sheriff nor the criminal is presented as a particularly appealing person and neither character is revealed with the kind of psychological insight which would create interest, if not sympathy. Some attempt to create mood is made in the use of an accompanying ballad, sung plaintively on the sound track by Eddie Albert, and describing the story events, and by the beautiful, sharp sepia photography. However, since the central situation is so thin, these accoutrements seem after a while to be simply pretentious. Conrad, the co-star, also produced.

In the supporting cast are Lita Milan, as Quinn's Mexican girl friend, who follows the pair on the ride back and tries unsuccessfully to free her lover; Victor Millan, as a Mexican padre; and Ellen Hope Monroe, a little girl whose parents have been killed by Apaches and whose faith in the so-called criminal makes Quinn decide to face up to the trial back home.

Running time, 79 minutes. General classification. Release, in May.

Vincent Canby

Television Today

RKO Teleradio Profit $1,102,591 for Quarter

The net profit of RKO Teleradio Pictures, Inc., wholly-owned subsidiary of the General Tire & Rubber Co., was $1,102,591 for the three months ended Dec. 31, 1956. This was revealed in a report to shareholders issued by the company.

The report pointed out that RKO Teleradio is expected to "enjoy sizeable gains in both sales and earnings" in 1957.

Feb. TV Shipments Bigger Than Jan.

WASHINGTON, April 18. – Television set shipments to dealers in February increased substantially over the January level, but declined somewhat from the February 1956 deliveries, RETMA reported today.

The number of TV sets sent to dealers in February totaled 499,251, including 989 sent to the territories, compared with 423,075 receivers shipped in January and 529,226 sent to dealers by manufacturers in February last year.

Decline During First Two Months

Cumulative set shipments during the first two months of this year declined to 922,326 units from 1,153,016 TV receivers shipped during the corresponding two-month period in 1956, RETMA reported.

No CBS Talks for Para. Backlog Now: Paley

Questioned at the annual meeting of stockholders of Columbia Broadcasting System here on Wednesday concerning negotiations for purchase of Paramount's film backlog for television, William S. Paley, CBS board chairman, replied that there had been discussions; none are being held currently; and he does not care to predict what might happen in the future.

CBS Quarter Profits 32% Over Last Year

The estimated profits after taxes of the Columbia Broadcasting System for the first 1957 quarter are approximately 32 per cent higher than those for the corresponding period last year, Dr. Frank Stanton, president, told the annual meeting of stockholders in New York Wednesday.

Stanton reported also that net revenue and sales for the first 1957 quarter will be up about eight per cent over the comparable 1956 quarter. Final figures on the period will be ready May 8. He said that earnings per share for the first 1957 quarter will be 77 cents, compared with 60 cents per share last year.

Unless there is some drastic change in the economic climate of the nation or there is interference from Washington, he said, there should be further improvement for the rest of 1957 "even over our record year of 1956."

Four-for-1 Stock Split Approved for AAP

WILMINGTON, April 18. – Stockholders of Associated Artists Productions yesterday approved a four-for-one split in the capital stock of the television distribution company at a special meeting held here. AAP is distributing to TV stations the Warner Bros. film library, which it acquired last year.

Maxwell Goldhar, vice - president, told stockholders that for the first quarter of 1957 profits after taxes amounted to $1,000,000 or $2.50 a share. The company has 400,000 shares outstanding.

Film Center Opened In N. Y. Lincoln Square

MPO Television Films, Inc., has opened a commercial television film center in New York's Lincoln Square in a step to develop production here.

The center houses in one structure three shooting stages, a scenic construction shop, complete sound recording system, electrical and camera shop, and sets for commercial films.

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WE'VE WON
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IN EVERY
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All of us at CFI are more than proud of winning the coveted Billboard award in every laboratory category . . . 7 in all. And we want to express our sincere thanks to all of you in the TV industry whose votes made our "grand slam" possible.

At CFI our one desire is to achieve maximum economy for our clients by providing complete lab service at the greatest speed consistent with quality. But it takes more than desire to make a winner. We know we could not have won without the finest equipment, the determination to please and dedicated personnel comprising the best creative technicians in the world. So a very special thanks to Ted Hirsch, Lab Superintendent; Ted Fogelman, 16mm Supervisor; Ed Reichard, Chief Engineer and their respective staffs.

SID SOLOW / *V. P. & Gen. Mgr.*

The CFI Billboard Award Record

1953 CFI won the first place award for quality.

1954 Three laboratory categories. CFI scored a "grand slam" winning all 3 first place awards for quality, speed, and economy.

1955 Three laboratory categories. CFI again scored a "grand slam" winning all 3 first place awards for quality, speed, and economy.

1956 Seven laboratory categories. CFI scores its third consecutive "grand slam" winning all 7 first place awards . . .

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All the News That Is News

MOTION PICTURE DAILY

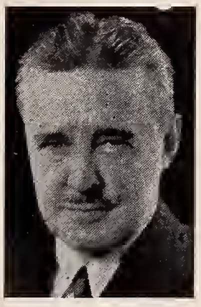
Concise and to the Point

VOL. 81, NO. 77 NEW YORK, U.S.A., MONDAY, APRIL 22, 1957 TEN CENTS

Raibourn Says:

Telemovie Stir Unique In Southwest

Sees Exhibitor Interest Limited to That Region


Paul Raibourn

Exhibitor interest in personal involvement in cable television currently is limited to the Southwest because that region offers the least complicated exhibition patterns and therefore the most practical setups for testing the new method of transmitting motion picture entertainment from a local theatre direct to home television screens.

So believes Paul Raibourn, vice-

(*Continued on page* 4)

Rosen Going Abroad To Scan New Product

Sam Rosen, executive vice - president of Stanley Warner Corp., will leave New York Wednesday for a five-week trip through Great Britain and Continental Europe to look at new foreign product and scout possible locations for more Cinerama theatre installations.

Rosen, reporting here at the week-

(*Continued on page* 5)

Television Today

Page 4

English Exhibitors Unite in Renewed Battle Against Tax

By WILLIAM PAY

LONDON, April 18 (By Air Mail)—Exhibitors throughout Britain are protesting against the inadequacy of the Chancellor's entertainments tax concessions of £6½ million ($18,200,000).

In London, following a meeting of the London and Home Counties CEA (Cinematograph Exhibitors Association) branch, this telegram was sent to the Chancellor of the Exchequer:

"At a well-attended general meeting representing cinemas in London, Middlesex, Essex, Berkshire, Oxfordshire and South Buckinghamshire, members expressed their profound regret and dissatisfaction that you have not afforded adequate relief in cinema entertainments duty. Your proposals will do little to relieve ex-

(*Continued on page* 3)

See Hope for Repeal Of N. Y. Theatre Tax

New York City exhibitors were given encouragement late last week that the municipality may repeal its five per cent admissions tax when Controller Lawrence E. Gerosa said in a report that the city's financial condition is good and that there is no need for more "nuisance" taxes.

Controller Gerosa, in his report on New York City fiscal affairs, said he is as "dead set as ever" against a city income tax and that he hopes for an early two-cent trim in the basic real estate tax rate, which is now $4.02 per $100 of assessed valuation. A lowering in the real estate tax rate would

(*Continued on page* 5)

UIEC Conducts Survey On Industry Problems

The Unione Internationale de l'Exploitation Cinematographique is currently conducting a survey among its world-wide membership to investigate problems in motion picture exhibition and production. The survey, which is in the form of an eight part questionnaire, is expected to be completed by the time UIEC meets this spring.

The eight questions are: "Is there

(*Continued on page* 3)

IATSE Charters New Language Spec. Local

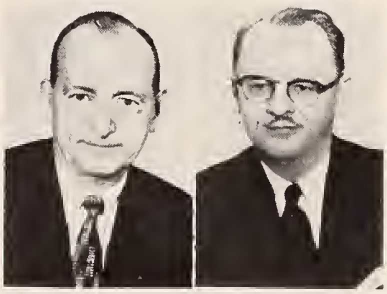
The I.A.T.S.E. has issued a local-union charter, No. 867, to the Society of Language Specialists, a group composed of translators, dubbers, narrators, commentators, program directors and news editors in the foreign lan-

(*Continued on page* 5)

Name 2 New Officers Of WB International

The elections of Tom O'Sullivan as vice-president and treasurer of Warner Bros. Pictures International Corp. and Max Greenberg as vice-president were announced at the weekend by Wolfe Cohen, president.

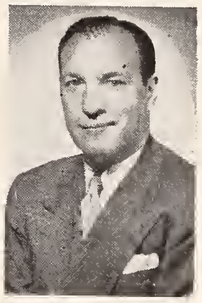
Greenberg was named to succeed the late John J. Glynn. Both O'Sullivan and Greenberg have been with Warners for over 25 years and the international company's auditor and assistant secretary, respectively, since it was formed in 1944.


Tom O'Sullivan Max Greenberg

AB-PT Theatres

Quality Films Keep Grosses Up: Goldenson

Net Profit for Quarter Reported $1,743,000


L. H. Goldenson

Theatre business for American Broadcasting - Paramount Theatres, Inc., in the first quarter of 1957 comcompared favorably with the same quarter of last year, Leonard H. Goldenson, president, said in a report to stockholders issued at the weekend. He said that the level of theatre business "basically reflects the number of quality pictures available to the public."

AB-PT's estimate net operating

(*Continued on page* 2)

To Ask S. C. Ban on 'Island in The Sun'

Special to THE DAILY

COLUMBIA, S. C., April 21 — Representative John Hart, a member of the Union County delegation in the General Assembly, has proposed a ban of the 20th Century-Fox film "Island in the Sun" in South Carolina on the grounds that it deals with miscegenation. A $5,000 fine for showing the film is sought.

Tradewise on Page 2

Tradewise, the new department of comment by Onlooker, appears in this issue on page 2.

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PERSONAL MENTION

STEVE BROIDY, Allied Artists president, is scheduled to return here from London today by plane and will leave for the Coast tomorrow.

•

L. B. MAYER left New York on Friday for Miami Beach.

•

CYNTHIA JO HAZEN, daughter of JOSEPH H. HAZEN, producer, was married here on Friday to LEON BERNARD POLSKY, attorney with the American Arbitration Association.

•

LINDSLEY PARSONS and JOHN H. BURROWS, producers, returned to Hollywood at the weekend from Chicago.

•

MILTON K. ROBINSON, secretary and general counsel of Eastman Kodak Co., has announced his plans to retire following 38 years with the company.

•

PAT BOONE, actor in 20th Century-Fox's "Bernadine," who is now in New York, was interviewed at the Warwick Hotel here Friday by fan and national magazine editors.

•

DAVID A. LIPTON, Universal Pictures vice-president, returned to Hollywood at the weekend from New York.

•

MAURICE "RED" SILVERSTEIN, of the M-G-M home office executive staff, left New York over the weekend for London and Paris.

Industry Dividends $6,910,000 in Quarter

WASHINGTON, April 21—Publicly reported dividends paid by industry companies in the first quarter of 1957 totalled $6,910,000, the Commerce Department has reported, compared with $7,033,000 paid out in the first quarter last year.

Commerce said that $3,836,000 was paid in March this year, with $3,842,000 last March. $1,394,000 was paid this February, compared with $1,740,000 paid last February, the Department reported.

'Dolphin' a Hit in Miami

"Boy on a Dolphin" garnered an opening-day gross of $8,200 at three theatres in Miami—the Carib, Miracle and Miami—it was reported here on Friday by 20th Century-Fox. The company also said the picture took $1,850 in its opening day at the Circle Theatre, Indianapolis.

TRADEWISE

By ONLOOKER

IN January when the decision to terminate RKO Radio's sales and distribution operations was announced officially it was emphatically denied that liquidation of the company was in prospect. That still is the official position of the company's owners. However —The Hollywood reports are that Edmund Grainger terminated his production deal with the company because he was unable to obtain approval of a starting date for any of the productions on his schedule for RKO. According to the reports, the idleness irked and Grainger's due in town today to arrange for a resumption of production elsewhere. The Grainger development brings to mind that not one of the 12 to 15 productions that RKO Radio officials announced the company would make this year have been started in the three months since the distribution arm was amputated. "The Naked and the Dead" supposedly has a June 1 starting date. Not even a cast for it has been announced yet. Meanwhile, the company's foreign distribution organization, still intact, is running low on product. Unless new pictures are supplied soon the situation abroad will be comparable to that which prevailed here during the Howard Hughes administration of RKO Radio, when a fine domestic distribution organization had almost nothing to sell. What the RKO Radio studio turns out—or doesn't turn out—in the next three months will be the tip-off on whether or not further liquidation is in the cards, most observers believe.

WHEN ARTHUR DeBRA leaves his community relations post at Motion Picture Association of America here next week, ending an association of more than 30 years, the ranks of the veterans of the old MPPDA— the "Hays Office"—will be left about as thin as those of the G.A.R. on Memorial Day next. Veterans remaining in the sizable New York organization are Sidney Schreiber, general attorney, Gordon White, Advertising Advisory director, and Jack McCullough, technical services department. . . . Many foreign film distributors, fretting about the high cost of dubbing foreign language films for this market, are recalling wishfully the tongue-in-cheek observation made by the late Jack Cohn on his return from a European trip in 1955. There should, he said, be one universal language—English. . . . Sam Pinanski's suggestion, reported in Motion Picture Daily last Wednesday, that the theatre-to-home televising of films may wind up as an adjunct of wire services of the big utilities captured the imagination of a lot of industryites. Wanna know sumpin'? Pinanski wasn't kidding.

THE TELEMOVIES situation at the moment is far more talk than action, as even the boys in Oklahoma, Texas and Arkansas who have petitions for franchises before municipal authorities will be the first to admit. Reports from our couriers just back fom that area are that most of the exhibitors concede they have no idea what they'll do with such franchises if and when they're granted. Few of them have any specific plan whatever to actually engage in telemovies operation. Video Independent's Bartlesville test, now delayed indefinitely, plus the concentrated publicity for the idea, panicked a lot of exhibitors into doing something—anything—on the theory that if they sat still someone would steal a march on them. Well, there are plenty of doubters around. That's why the telemovies scare still is very much localized. . . . Incidentally, reports published in a New York newspaper last week that when the Federal Communications Commission authorized a trial of subscription television it will allocate a third of the nation to each of the three leading systems—International Telemeter, Skiatron and Zenith—are the bunk. The story was that Skiatron would get the East, Zenith the Central and Telemeter the Far West, presumably for no other reason than that their operations happen to be so located. Everyone in a position to know calls that report a "silly."

Quality Films

(*Continued from page* 1)

profit for the quarter was $1,743,000 or 40c a common share, Goldenson said. This compares with $2,570,000 or 60c a common share for the same quarter in 1956.

Results for the quarter reflected a reduction in revenues from television network sales made during the spring and summer selling period of 1956 for the 1956-57 broadcast year, the AB-PT head pointed out. For the 1957-58 broadcast year, which starts in the fall, he said encouraging progress is being made in creating and selling a broader and stronger network TV program structure.

In discussing theatre business, Goldenson named "Around the World in 80 Days," "The Ten Commandments" and "Heaven Knows, Mr. Allison" as three pictures "doing very well."

AB-PT is continuing its disposition of marginal theatre properties to the end that the theatres retained will comprise those with the best earnings potential, Goldenson said.

The annual meeting of stockholders of AB-PT will be held in New York on Tuesday, May 21.

Transfer 54,000 Shares Of Paramount to Dot

Paramount Pictures has completed its agreement for the acquisition of Dot Records, Inc., by transferring 54,000 shares of Paramount stock to the stockholders of Dot Records, it was announced by Barney Balaban, president.

Balaban also said that Randy Wood, president of Dot Records, will continue to operate the record company at its president and is being elected a vice-president of Paramount.

Files 'Brave One' Suit

A $200,000 breach-of-contract suit was filed in New York Federal Court Friday by Pepe Romer, who claims in the suit that he was hired in 1952 as a bullfight announcer for the motion picture "The Brave One" and that he was denied screen credit by the defendants. Named as defendants in the suit are King Bros. Prods. Inc., Herman, Maurice and Frank King, RKO Teleradio Pictures and its subsidiaries, and Universal Pictures and its subsidiaries.

Sullivan Lauds Vogel

Joseph Vogel, president of Loew's, Inc., was praised by Ed Sullivan of the New York "Daily News" in his column in the issue of April 19. Vogel's relationship with performers and his activities while in the theatre circuit were discussed by the columnist.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane. Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup. Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President: Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Soviet's Experimental 'Cine-Panorama' Completed

Special to THE DAILY

MOSCOW, April 21—The first experimental "cine-panorama" has been completed here. It is described as something like U.S. Cinerama, except that it will have nine sound channels and loudspeakers instead of six. The cine-panorama has been installed at the USSR film and photo research institute, and was designed by the staff of the Institute.

The special camera will shoot the picture on three films simultaneously, and each of the three films is run separately from its own projection camera during showing. The screen is prepared out of a special type of white plastic. It is 60 feet wide and over 21 feet high, and consists of three parts. The central part is made of one piece, but it has more than 32,000 holes the size of a pinhead to allow the sound through.

UIEC Survey

(*Continued from page 1*)

at the present time on the market a sufficient number of films to meet the requirements of the industry? Did it occur, in 1956, a decrease in the circulation of national films and in the movement of imported films? Did it occur in 1956 an overall decrease in films which made a big hit, and if so, what is the proportion in comparison with previous years?

"In regard with the previous cinematographique season, did an increase in the booking of seats at the movies occur, and if so, state the reasons that motivated the increase and its importance? What is the number of moving picture theatres showing exclusive films? How long, in the average, does an exclusive film last on the programmation? Do you thing it is advisable that the film industry should take a closer interest in regard to the production of films? If you think so, what should be the proceedings and the terms of negotiations to be taken by the industry to this effect?"

'Miss St. Louis' Award To Be Made Tomorrow

The "Miss Spirit of St. Louis" Award will be presented to the world's "ideal airline stewardess" at 10 A.M. tomorrow in the grand ballroom of the Park-Sheraton Hotel here at final judging ceremonies in which 35 stewardesses from the world's major airlines will participate. The award will be made following a breakfast for representatives of the press, radio and television.

The 35 international finalists will be honored tonight at Toots Shor's Restaurant at a press reception to be given by the Airline Stewards and Stewardesses Association and Warner Bros., co-sponsors of the "Miss Spirit of St. Louis" Award.

English Exhibitors Battle Tax

(*Continued from page 1*)

ceptionally difficult economic state of the cinemas in these areas which have been particularly affected by reduced admissions and will not prevent further cinemas closing."

Not 'Lucky,' He Says

From Wales came a demand to "Hit below the belt." Speaking at Cardiff, Wyndham Lewis said: "The public are saying—you lucky people; you have £6½ millions. But there would be the increased levy to come out, and then by the time they had met the demands of NATKE (National Association of Theatrical and Kine Employees) and possibly faced those of the PRS; rate increases, and demands in other forms—one very important being increases on film hire—they were likely to be worse off at the end of the year."

"The time has come," he continued, "when we should fight this thing even if we have to hit below the belt."

In Yorkshire, however, chairman of the Leeds and District CEA branch Jack Prendergast counselled prudence for the time being and said that nothing should be done at this stage that would spoil our case while the budget was being debated by members of Parliament. But he urged the necessity of letting M. P.'s know how dissatisfied exhibitors were with the relief given.

Mark Time, Speakman Urges

Then at the North-Western CEA branch W. J. Speakman, treasurer of the association, warned members not to contemplate changes in seat prices until the Board of Trade's levy proposals were known. This, he added, might not be until October and exhibitors who immediately adjusted seat prices might be faced with making further revisions later in the year.

Meanwhile the Chancellor's budget continues its passage through Parliament with the Labour Opposition, to-date, not quarreling with the proposed entertainments tax changes.

Heller Quarter Income Reported at $652,047

CHICAGO, April 21 – Walter E. Heller & Co. and subsidiaries earned $652,047 after provision for income taxes in the three months ended March 31, 1957, compared with $683,591 in the corresponding quarter the year before, Walter E. Heller, president, reported on Friday.

These latest earnings, after preferred dividend requirements of $81,274 were equal to 45 cents a share on 1,269,091 shares of common stock outstanding. This compares with per-share earnings of 49 cents a share in the corresponding quarter the year before, based on 1,226,686 shares and after preferred dividend requirements of $82,055.

Heller, the largest firm dealing exclusively in commercial financing, reported net earnings before income taxes for the first quarter of 1957 of $1,498,047 as compared with $1,560,591 for the same period in 1956.

Harriman Vetoes Bill Hiking State Film Fee

ALBANY, April 21.—For the second consecutve year, Gov. Averell Harriman vetoed a bill increasing the fee collected by the State Education Department's motion picture division from three to four dollars per thousand feet on original film, but decreasing that for prints from two dollars a thousand feet to four dollars for "each additional entire copy."

In disapproving the measure, sponsored by Sen. Thomas A. Duffy, Long Island City Democrat, and Assemblyman Alonzo L. Water, Medina Republican, the Governor wrote, "This bill is identical to one vetoed by me last year. The director of the budget stated that if this bill were approved it would reduce state revenue by approximately $300,000."

'Weapon' to Republic

HOLLYWOOD, April 21—Republic Pictures has acquired sales and distribution rights for the United States and Canada to "The Weapon," produced by Filmakers, Inc. The picture was made in England by Hal Chester.

Attorneys Organize in Magazine Libel Legislation

From THE DAILY Bureau

HOLLYWOOD, April 21 – Jerry Giesler has been named by fellow Beverly Hills attorneys to seek legislation under which scandal magazines could be served through the Secretary of State and made to answer in California for libelous charges.

The committee was formed after Giesler reported to the Beverly Hills Bar Association of his failure in attempts to bring "Confidental" magazine to quarter in behalf of his clients.

CofC 'Great American' Award Goes to DeMille

From THE DAILY Bureau

WASHINGTON, April 21.—Film producer Cecil B. DeMille was named by the U.S. Chamber of Commerce as one of nine Americans to be the first to receive the chamber's "Awards to Great Living Americans."

Presentation on May 1

The awards will be presented at a dinner May 1. DeMille was cited "for achievement in motion pictures, notably 'The Ten Commandments,' carrying a significant religious message to all mankind."

Looks like a smash, T.D.! Color . . . wide screen . . . cast of thousands . . . !

All it needs now is attendance in millions!

Means advertising! Let's see . . . good family story . . . hits every age group . . . !

Mmmmm. Good family story! Calls for a family magazine!

Sounds like The Saturday Evening Post! Has all-around appeal . . . gets tremendous readership from all ages! And sells over 5 million copies a week, too!

It's a natural! Come to think of it, my two biggest hits last year were made out of stories that came from the Post!

NEWS..

Spot . . . fast in

MOTION PICTURE DAILY

thus providing immediate coverage of the motion picture industry and related fields in reports "concise and to the point"—responsibly edited—written and typographically designed for fast, easy reading . . . with a staff photographer to add points of interest that only the camera can tell. Correspondents throughout the world.

Interpretive . . . comprehensive in

MOTION PICTURE HERALD

presenting the news as current history of the motion picture and its business, using a greater allotment of time to gather together all the facts pertinent to the ultimate meaning of events and opinion, in all of the interests of the American industry, at home and abroad.

•

QUIGLEY
PUBLICATIONS

In the service of the motion picture industry for more than 41 years

Television Today

Telemovies

(*Continued from page 1*)

president of Paramount Pictures and president of Paramount Television Productions. Paramount's International Telemeter already has conducted its test of theatre-to-home entertainment in Palm Springs, Cal., whereas Video Independent Theatres' test at Bartlesville, Okla., is still awaiting the setting of a starting date, which will be at least three months away.

Points to Geographical Differences

Raibourn pointed out that numerous problems which are involved in even a tryout of telemovies in populous metropolitan centers are not present in closed situations such as Video Independents' Bartlesville. Nor were they in Palm Springs. Competitive factors being non-existent, a trial of the system is unimpeded. A situation comparable to Bartlesville hardly could be found in the populous East and North.

The numerous problems which will arise the moment a telemovies operation is considered for a complex, competitive situation, whether in the Southwest or anywhere else, are apparent to all but there are no easy solutions in sight, Raibourn conceded.

Runs, availabilities, distributor's split, prices for programs as well as many other considerations will have to be determined under competitive conditions, it would appear.

Holds Product Supply No Problem

Raibourn does not believe that product supply or the possibility of admissions being charged to view a first run film program in the home of a subscriber are major problems of the pay television operation.

"I don't think a producer can refuse to sell to an exhibitor who offers a fair deal," Raibourn said. "And as for re-selling the program in the home for paid admissions, things of that kind would be detected quickly. It is not an important problem."

He also believes that telemovies will be in a good competitive position should subscription television eventually be authorized by the Federal Communications Commission. The public's entertainment cannot be "block booked," he pointed out, hence pay TV competition could be met on a local, individual basis by a community telemovies operation.

Talking Sale-to-TV

Questioned concerning developments in regard to the possible sale of Paramount's film backlog to television, Raibourn said the company is just about to wind up its study of the various rights involved in its backlog films, which is a preliminary to the making of any deal. He reiterated that Paramount has talked to many prospective bidders but has made no commitments yet.

Who's Where

Carroll Case, television and motion picture producer, has been signed to a term contract by **Jack L. Warner** and assigned by Warner Bros. TV executive producer **William T. Orr** to production of Warners' fourth hour-long western television series, "The Texan."

□

Sam J. Slate, who for the past five years has been director of programs for WCBS Radio, has been named general manager of the CBS Radio flagship station in New York. He succeeds **Carl S. Ward**, who has been promoted to manager of station relations for CBS Television.

□

Robert D. Levitt, president of California National Productions, has announced the appointment of **Gerald Adler** as the company's European program director. Adler is expected to leave for CNP offices now being established in London shortly after June 1.

Complaints Served in Five Anti-Trust Suits

The defendants in the five anti-trust suits filed by the Department of Justice in connection with the alleged block booking of films to television were served with the civil action complaints early Friday.

The television film distributors involved in the actions are National Telefilm Associates, distributors of 20th Century-Fox product; Screen Gems, distributors of Columbia product; Associated Artists Productions, distributors of the Warner Bros. library; C & C Super Corp., distributors of the RKO Radio Pictures library, and United Artists Corp.

According to a representative of one of the defendant firms, an informal meeting of attorneys representing the TV film distributors named in the actions met here at the weekend to discuss the case.

Newark Station Still Available for Sale

The management of WATV, Newark, confirmed reports late last week that it was interested in selling the television station "under appropriate conditions." The station, which operates on Channel 13, has studios in Newark and its transmitting tower is located atop the Empire State Building in New York.

It also is affiliated with radio station WAAT, Newark. Irving R. Rosenhaus, president of the stations, said that all negotiations so far had been "preliminary."

THERE'S THE WIDE SCREEN, viewable from every car site over those 28 acres, and from the patio and cafeteria at the left. Above are Associated Prudential Theatres president Joseph Seider, and architect Drew Eberson. At the left, Emanuel Frisch of Randforce, interested in the enterprise; and Spyros S. Skouras, head of Skouras Theatres, also interested, with kitchen host-for-the-evening, Prudential executive vice-president Morris Seider.

Prudential Unveils Its In(and Out)door Drive-in

By FLOYD STONE

They promised to open it and they did, at 5:00 P.M. Saturday, that singular and probably fabulous "All-Weather Theatre," out in Babylon. But Thursday evening in the cold and damp as friends and fellow exhibitors and their wives, and contractors, sub - contractors and workmen — and reporters — stumbled through churned up tar, gravel, asphalt, and mud, and waded through up-ended tables and masonry on floors not walls, it seemed difficult to believe. Everyone got through to the cocktails and knishes and stayed to gape at a well designed stadium type indoor house seating 1,200, an outdoor area holding 2,000 cars, a huge lower floor cafeteria, and a comfortable upper floor patio for dining and viewing.

There are 28 acres in this enterprise, which in the East is unique and may be the world's largest. Joseph Seider, who heads Associated Prudential, said this ought to keep the family together, and that's his aim. Families can leave home together and if they desire, spend the day and some of the night at his place. He'll open at 2:00 in the afternoon, and the kids can play in the modernistic and functional "conversation piece" playground, while the adults see the picture inside. The family can apportion the day so it gets home in time to put the kids to bed.

The only thing he can't see his way to providing, as an entertainment impressario is a swimming pool, Seider said. Otherwise, he's keeping in time, he says. This is the circuit's 14th drive-in. The product flow is continuing, it is sufficient, and it is good; and it is the exhibitor's job to change format, Seider declares. He even has Todd-AO in his Syosset house. The new drive-in, by the way, has wide screens indoors and out on which CinemaScope short subjects appeared beautifully.

Skouras Enthusiasm Contagious

Spyros S. Skouras, president of the circuit bearing his name, collared this reporter and asked him whether he had ever seen anything like it. No, was the answer.

"Aren't you thrilled?" Skouras asked. Yes.

Repeal of Tax

(Continued from page 1)

also aid motion picture theatres in New York.

Mayor Robert F. Wagner's specially appointed citizen's committee, which is studying the effect of the five per cent admissions tax and the alleged hardship it imposes on local theatremen, expects to have its fact-finding report ready by early next month, it was reported at the weekend.

Working with Exhibitors

The committee, which is composed of Thomas Jefferson Miley, Francis W. H. Adams and David Dubinsky, has been working closely with representatives of Independent Theatre Owners Association and Metropolitan Motion Picture Theatres Association on the tax situation. The committee report is to be presented to the Board of Estimate and Mayor Wagner for evaluation.

Gorelick Named Rank Manager in Chicago

Irving Sochin, general sales manager of Rank Film Distributors of America, announced at the weekend the appointment of Sam Gorelick as Chicago regional manager for the company, effective May 13, to cover the Milwaukee, Minneapolis and St. Louis areas.

Gorelick is a veteran of 30 years with RKO Radio Pictures. His most recent association with that company was district manager covering the same territory.

To Continue M-G-M Sales Meets on Coast

Four M-G-M home offices executives will leave for the coast today to continue meetings on promotional plans for product, which were begun here last week between Howard Dietz, vice-president and director of advertising, publicity and exploitation, members of his staff and Donahue & Coe Advertising Agency with Howard Strickling, studio publicity head.

Leaving for the coast today are Dietz, Charles M. Reagan, vice-president in charge of sales, and John P. Byrne and Robert Moehrie, assistant sales managers. The first of the series of west coast meetings will get under way tomorrow at the studio with Strickling and his staff.

REVIEW:

Sierra Stranger

Columbia

HARTFORD, Conn., April 21

Howard Duff, who has ably demonstrated his marquee power, tops the cast of this Norman T. Herman production, geared from start to finish with the ingredients that appeal to the action fan, be he an out-and-out Western devotee or one who merely prefers to have matters continually on the move.

Lee Sholem has directed the Richard J. Dorso screenplay (based on a Dorso story), with proficiency. Carrying additional audience appeal are such well-known character players as Barton MacLane, Dick Foran, John Hoyt and George E. Stone.

A Sierra Mountains prospector, Duff is enroute to the trading center, Colton, to file a claim when he meets a lynch party headed by MacLane, about to string up young Ed Kemmer. Duff rescues Kemmer. Later MacLane accuses Duff and Kemmer of claim-jumping, and from this point, events lead toward a rather suspenseful conclusion which finds Duff cleared of charges, the MacLane crowd routed, and future prospects bright indeed for Duff and Gloria McGhee.

Running time, 78 minutes. General classification. Release, in May.

A. M. W.

Rosen Going Abroad

(Continued from page 1)

end that he aims to see what European exhibitors are doing so that some of their operational methods could perhaps be incorporated in American theatre operations, said he will return to the U.S. in early June.

The SW executive will also attend the Cannes Film Festival, visit International Latex plans in Glasgow and Europe, and study television operations during his trip.

IATSE Charters

(Continued from page 1)

guage field. They are employed chiefly by the export subsidiaries of the major film distributors, as well as by radio stations.

Ken Smith has been elected president of the new local; Crispin A. Santos, vice-president; John Brunk, secretary-treasurer; Agustin Llopis de Olivares, business agent, and Joseph Pellon, sergeant-at-arms.

Zanuck Plans 'Scope 55

HOLLYWOOD, April 21 — Darryl F. Zanuck will produce "De Luxe Tour" next year in CinemaScope 55 for 20th Century-Fox, it was announced here at the weekend.

A SALES EXECUTIVE WITH THIS KIND OF EXPERIENCE IS RARE

Formerly with RKO Radio Pictures for many years, has had responsibilities in all phases of sales and distribution—including assistant to division manager, circuit sales manager, manager of contract approval. This knowledge and experience can work for you. Box 422, M. P. DAILY, 1270 Sixth Ave., N. Y. 20.

UA MAKES THE BIGGEST PRODUCTION NEWS

NUMBER **38** IN A SERIES OF IMPORTANT ANNOUNCEMENTS

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THRU UA

LEGEND OF THE LOST

Starring John Wayne • Sophia Loren • Rossano Brazzi • Technirama®
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Screenplay by Ben Hecht • Director of Photography Jack Cardiff
A Batjac-Panama Production

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 81, NO. 78 NEW YORK, U.S.A., TUESDAY, APRIL 23, 1957 TEN CENTS

To Meet May 13

Para. Would Dispose of Music Firms

Would Increase Holdings In Du Mont Broadcasting

Paramount Pictures would dispose of its interests in Paramount Television Prods. Inc., which owns and operates television station KTLA, Los Angeles, and in three music publishing firms, including its wholly owned subsidiary Famous Music Corp., to DuMont Broadcasting Corp. for between 700,000 and 800,000 shares of the latter if Du Mont stockholders authorize the issuance of the shares at their annual meeting here on May 13.

Paramount now owns 251,400 shares, or 26.6 per cent, of DuMont Broadcasting.

The other music publishing com-

(*Continued on page* 2)

Won't Review Suit of Scott Against RKO

From THE DAILY Bureau

WASHINGTON, April 22 – The Supreme Court today refused to review the damage suit of Adrian Scott against RKO Pictures.

This leaves in effect the decision of the Ninth Circuit Court of Appeals dismissing the contract violation suit

(*Continued on page* 2)

Tenn. TOA Will Meet At Nashville May 28

Special to THE DAILY

ATLANTA, Ga., April 22.—The annual meeting of the Tennessee Theatre Owners Association will be held beginning at 10 A.M. May 28, at the Hermitage Hotel in Nashville, Tenn. The meeting will be for one day only

(*Continued on page* 4)

Television Today Page 4

Frontier Sets June Jubilee

Special to THE DAILY

DALLAS, April 22 – Frontier Theatres, which in past years has conducted successful promotional campaigns, will launch a "June Movietime Jubilee" concurrently with the closing of schools and the start of the summer season. The promotion will honor Louis C. Higdon, general manager of the circuit.

The Texas theatre organization conducted "June Jubilees" in 1954 and 1955 and put high grosses in the company's record book.

A Frontier Theatres' executive stated that a great many exhibitors throughout the U.S. and Canada have availed themselves of the promotional

(*Continued on page* 2)

'Quality' TV Programs Goal of Sam Marx

The return of industry veteran Sam Marx to the MGM Culver City, Calif., lot, is underscored by a desire to create TV programming on a quality level comparable to Irving Thalberg's initial prestige-building area, he pointed out.

"We are designing our TV production," Marx said here yesterday, "with the specific hope of instilling the quality atmosphere that has distin-

(*Continued on page* 4)

Expect Record $216,000 At Music Hall This Week

The Radio City Music Hall expects to set a new all-time weekly grossing record this week of $216,000, according to Russell V. Downing, president and managing director.

Downing said yesterday that Paramount's "Funny Face" and the Music Hall Easter show took in $126,000 over this past weekend, and $216,000 is anticipated as the fourth week's total. He said that the previous weekly record at the Music Hall was $210,000, set last Christmas.

Anti-Pay TV Group Is Neutral on Telemovies

Special to THE DAILY

FRANKLIN, Ind., April 22.—The Committee Against Pay-TV has taken no position with respect to the cable theatre, considering activity in that area to be the sole concern of the individual exhibitor, Trueman T. Rembusch, co-chairman of the committee, said here.

Rembusch said the stand is based on the committee's position that "it is unalterably opposed to the use of the free air waves as a transmission medium for any form of slot machine TV. Furthermore, that the committee is not opposed to the use of cables as a transmission medium for the pay-as-you-see gimmick. The committee's

(*Continued on page* 4)

Says Small Exhibitors in U. K. Cities Not Aided by Tax Cuts

Special to THE DAILY

GLASGOW, Scotland, April 22—Something must be done now to save the small exhibitor in areas not benefitting by the new budget tax concessions, according to Sir Alexander King, cinema magnate, and leading figure in the British exhibitors' association.

He said here, at a meeting of exhibitors, that the British Treasury had saved the small exhibitor in the rural area, but had done nothing else. There shall be no difference between the small cinema in a rural district and a small cinema taking the same amount of money in a competitive area, he pointed out.

Sir Alexander wants no more reference to "entertainment tax." It must, from now on, be cinema tax, he said, since this was the only British entertainment now affected. Horse-racing and dog-racing were tax-free.

He called on all his exhibitor colleagues to be aggressive and to keep contacting their members of Parliament.

The most disappointing feature was that the public and some of the lay press thought exhibitors should reduce prices.

"There won't be much to reduce by the time all this is whittled down," said Sir Alexander.

George Singleton, independent

(*Continued on page* 4)

Sunny Skies

Easter Crowds Hike Grosses On Broadway

But Neighborhoods Report Business Was 'Only Fair'

The Easter Sunday holiday weekend, marked by warm temperatures and sunny skies, swelled New York first-run grosses with happy crowds lining up at Broadway showcase houses. Neighborhood business, on the other hand, was reported only fair.

20th Century-Fox's "Boy On A Dolphin" at the Roxy Theatre, set a new Sunday record for the National Theatres house by grossing a high $31,000. Over the entire weekend, from Friday through Easter Sunday, the film took in an outstanding gross of $75,000 to enable theatre officials to anticipate an opening week's gross of $145,000. The previous Sunday

(*Continued on page* 5)

UA Making Revisions In Stock Prospectus

United Artists' management team expects to complete work by late today on amendments to the company's stock prospectus which have been recommended, following a preliminary study, by the Securities and Exchange Commission, it was learned here yesterday. According to a UA official, the SEC last week notified the company to amend certain portions of its "red-

(*Continued on page* 5)

'Adult' OK in Memphis For a Cut 'Baby Doll'

Special to THE DAILY

MEMPHIS, April 22 – Members of the Memphis board of censors have passed a cut version of the Warner Brothers film, "Baby Doll," which had previously been banned here.

"Four major cuts of the worst features which we could not accept," said Mrs. Walter Gray, censor, resulted in Memphis approval for showing the film "for adults only." Mrs. Gray said that the same cuts had been ordered in Atlanta.

PERSONAL MENTION

E. S. GREGG, president of Westrex Corp., has arrived in London by plane from New York.

•

PHILIP F. HARLING, Fabian Theatres executive, will return to New York at the end of this week from Florida.

•

JERRY SAGER, advertising-publicity director for Criterion Theatre and B. S. Moss Enterprises, is in Florida from New York.

•

LEON J. BAMBERGER, whose 25-year association with RKO Radio was terminated recently, will leave here on Monday with MRS. BAMBERGER for a vacation in Florida.

•

SAM MARX, head of M-G-M's TV production activity, returned to the Coast last night from New York.

•

EDWARD DMYTRYK, director, left here yesterday for London via B.O.A.C.

•

ELY A. LANDAU, president of the NTA Film Network, will be a speaker in Chicago on Thursday at the monthly meeting of the Chicago Broadcasting-Advertising Club.

•

HERBERT J. YATES, president of Republic Pictures, and WILLIAM MARTIN SAAL, member of the board of directors, left Hollywood by plane yesterday for New York.

•

ELLIS G. ARNALL, president of the Society of Independent Motion Picture Producers, will arrive in Hollywood today from Atlanta.

•

C. V. WHITNEY, president of C. V. Whitney Pictures Co., left Hollywood by plane yesterday for the East.

100 Oklahoma Theatres Book 'Buster Keaton'

Paramount's "The Buster Keaton Story" will open in 100 Oklahoma theatres during the weeks of May 7 and 14 in a statewide saturation booking to follow its world premiere on May 7 at Perry, Okla. Perry, Keaton's home town, will welcome him in a huge civic celebration when he arrives there in person for the premiere.

Homecoming activity for Keaton will include a public barbeque in the town square, a parade in which citizens and high school students will participate and dedication of a bronze plaque of Keaton.

Para. Firms

(*Continued from page 1*)

panies involved are Paramount-Roy Rogers Music Co., Inc., and Gomalco Music Corp., in both of which Paramount owns all the Class A stock, which constitutes 50 per cent of the outstanding stock of both. Negotiations are continuing between DuMont Broadcasting and Paramount and, if concluded and the stock issuance is authorized by holders of DuMont, the deal would require the approval of the Federal Communications Commission also.

Will Consider WNEW Purchase

Also to be placed before the DuMont Broadcasting annual meeting is a proposal for the acquisition of radio Station WNEW, New York, by purchase of all of the station's outstanding shares for 270,147 shares of DuMont Broadcasting capital stock, deemed to have a value of $8.25 per share, and $2,932,087 in cash.

In addition, DuMont Broadcasting would cause to be paid liabilities and obligations of WNEW which will aggregate $1,760,664 as of May 1. A portion of the liabilities to stockholders for advances will be discharged by the issuance of 11,742 shares of DuMont Broadcasting capital stock.

Stockholders will elect directors at the meeting with the following being the nominees: Barney Balaban, Richard D. Buckley, Allen B. DuMont, Armand G. Erpf, Thomas T. Goldsmith, Jr., Bernard Goodwin, Robert C. Jones, Paul Raibourn, Percy M. Stewart and Edwin L. Weisl.

Buckley Would Head Station

Buckley, heretofore president of WNEW, will become beneficial owner of 151,696 shares of DuMont if the station purchase deal is consummated. Conditioned upon the consummation of the deal, Buckley would receive a five-year contract as president of the proposed WNEW division, with compensation equal to 2½ per cent of the gross sales of WNEW station time and talent, less exchange trade advertising, but not in excess of $200,000 annually.

The annual meeting also will act upon a proposal to ratify a restricted stock option plan for DuMont employes.

Fox to Resume Own 16mm Sales in Canada

TORONTO, April 22 – The sale of 16mm Twentieth Century-Fox films will be resumed in Canada by the company November 1. For the past 10 years, these have been marketed by General Films Ltd.

This leaves General Films with but one company's product to handle—that of Paramount.

Grainger Here to See Plays, Talk with Agents

Edmund Grainger, former independent producer at RKO Radio Pictures, who signed a new production contract with M-G-M at the weekend, is here to inspect Broadway shows and to hold discussions with literary agents.

Grainger's new five - year contract gives him a participating interest in the earnings of pictures he will produce. When the contract was announced, he said he was exploring the Metro story library and probably would draw most of his script material from that source. His first film will be "The Valiant Strain," based on an unpublished novel which Metro owns.

Heading on Raibourn Interview Misleading

A subheading on a page one interview with Paul Raibourn in yesterday's MOTION PICTURE DAILY implied that the president of Paramount Television Prods. regards exhibitor interest in telemovies as being limited to the Oklahoma, Texas and Arkansas territory. Actually, Raibourn was offering a possible explanation of why exhibitor interest in theatre-to-home film telecasting by closed circuit is currently most active in that area. He did not imply, nor does the interview suggest, that exhibitor interest in telemovies will continue indefinitely to be restricted to that territory.

MOTION PICTURE DAILY regrets the unfounded and misleading inference of the subheading in question.

Picker Goes to Europe For Seven-Week Tour

Arnold M. Picker, United Artists vice-president in charge of foreign distribution, will leave here by plane today for London on the first leg of a seven-week tour of the company's European offices. He will confer with overseas sales-promotion executives on the upcoming premieres of "Around the World in 80 Days," "Saint Joan" and "The Bachelor Party."

Picker will also attend the Cannes Film Festival and meet with producers preparing films in Europe for UA release before he returns in mid-June.

Goldwyn Awards Given To Two Californians

HOLLYWOOD, April 22 – Samuel Goldwyn today presented the annual Samuel Goldwyn $1,000 Award for creative writing to Christopher Nash, University of California student, for his novel, "Crystal Tree," in ceremonies at the university.

The second prize, $250, went to William Menton, UCLA student, for the short story, "Toward the Island."

Frontier Sets

(*Continued from page 1*)

campaigns in the past and the circuit is preparing campaign material for any exhibitor who desires to join in the upcoming one.

The 1957 "June Movietime Jubilee" promotion is slanted towards "bringing women back into the theatre going habit." Co-operative advertisements, newspaper mats, twirlers, streamers and bumper strips and other accessories are being prepared for the campaign.

Won't Review Suit

(*Continued from page 1*)

of the former screen writer, a member of the original "Hollywood 10" who refused to tell the House Un-American Activities Committee whether they ever had been Communists, and later were convicted of contempt of Congress and sentenced to prison.

RKO fired Scott, who then sued. The trial court jury handed down a verdict in his favor, but the appeals court reversed the decision, holding that Scott's conduct and contract could not be distinguished from those of Ring Lardner, whose parallel action against 20th Century-Fox was dismissed by the same tribunal.

Loew's Board Meeting

The board of directors of Loew's Inc. will meet here on April 30 to discuss progress being made by management in the division of the funded debt and a stock split between Loew's and Loew's Theatres. Other business matters will also be discussed by the directors.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
AUDREY HEPBURN • FRED ASTAIRE
in
"FUNNY FACE"
co-starring KAY THOMPSON
A Paramount Picture
and THE MUSIC HALL'S GREAT EASTER STAGE SHOW

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JUdson 6-0367

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Defeated AFM, Says Republic

Republic Pictures has won a technical legal victory against the American Federation of Musicians, the film company said in a statement issued yesterday, in the suit for declaratory judgment as to the legality of the music performance trust fund agreements. Justice Benedict V. Dineen of the Supreme Court, New York County, has ruled that Republic has sufficiently pleaded its case in three counter-claims, and he denied AFM's contention that because of the numerous contracts involved 30 different causes of action should have been separately stated, the Republic statement said.

Instituted by Rosenbaum

The law suit, known as **Rosenbaum v. Melnikoff,** etc., was instituted by Samuel R. Rosenbaum as trustee under the trust fund agreements made with various studios and TV distributors of old theatrical releases, under which 5 per cent of the gross TV revenues are required to be paid to the trustee to pay unemployed AFM musicians for performing in free public concerts. Rosenbaum is seeking a declaratory judgment as to the validity of these agreements. Defendants include Harry Melnikoff and other individual musicians as well as numerous producers and distributors and the AFM.

Republic is seeking an affirmative declaration of illegality of the trust fund and TV labor agreements, as well as the clause in the studio contracts made with AFM since 1946 prohibiting the release of theatrical films to TV without the consent of AFM. A counter-claim for damages of $5,848,729.26 against Rosenbaum and AFM has also been asserted by Republic.

Mexican Actor Dies

MEXICO CITY, April 22. – Pedro Infante, 42, dean of Mexican romantic picture actors - singers, was instantly killed April 15 in the takeoff crash at Merida, capital of Yucatan State, of the cargo plane of the company in which he was a large stockholder. He had boarded the plane when he missed the regular passenger line. The plane crashed into a cottage, killing a woman there and gravely injuring her young son. Five persons died in the crash and six were injured.

Cathedral-Pathe Deal

A three-year deal for Pathe Laboratories, Inc., to handle all Cathedral Film's laboratory processing requirements was announced yesterday by Dr. James K. Friedrich, president of Cathedral, and O. W. Murray, executive vice-president of Pathe. The deal, which was worked out by Cathedral's executive vice-president Ben Odell, permits increased production in all types of products by the religious film firm.

Equity, British Federation Sign Agreement on Hours, Overtime Pay

By PETER BURNUP

LONDON, April 20 (By Air Mail)—Agreement has been reached between Equity and the Federation of British Film Makers—the breakaway body from the British Film Producers' Association—on a basis of settlement in the working hours and overtime pay dispute. But, a statement from Equity says, the union is still in dispute with BFPA and artists continue to be under instruction not to accept engagements from producing companies other than those who are represented by the Federation.

The statement said: "In outline, the settlement provides for a six-day week and a ten-hour day, with an immediate reduction to one hour of the additional time for make-up. Further negotiations will begin not later than January 1, 1958, with a view to the elimination of the remaining hour of additional time allowed for make-up.

Location Work Separate

"Payment for overtime has been agreed on for artists engaged by the day and for all other artists on salaries up to £250 ($700) per week. There were effective safeguards for artists above these salary levels and special arrangements have been agreed for location work."

The agreement applies only to the present members of the Federation: namely, Sir Michael Balcon's Ealing Films; Ivan Foxwell Productions; Launder and Gilliat Productions; the Boulting Brothers and the American-financed Warwick Films.

There had been a last minute rush among studio production chiefs to sign up artists before the deadline.

Said a union spokesman: "Never were so many contracts signed in so short a time. The idea was to defeat the boycott, since we decided that all contracts in existence on April 13 would be honoured."

Productions now on the floor at the major studios are not likely to be affected by the boycott, according to BFPA, as all the necessary artists have been booked up.

'Dunkirk' Speeded Pact

It is assumed that the prompt agreement reached by the Federation with Equity arose primarily out of Sir Michael Balcon's anxiety over his production of "Dunkirk."

A greater part of the production dealing with the British Army's classic retreat from the Continent will be shot on the beaches of Sussex. Shooting is scheduled to start in a few days' time with so much depending on the hours of daylight, the Channel tides and other climatic conditions.

. . of Drive-ins

Wisconsin Opening May 15

Construction has been started on a 500-car drive-in at Houlton, Wisc. The 10-acre tract was purchased by the R. J. O'Neil Investment Co. of St. Paul, Minn. A May 15 opening has been scheduled by Ralph Pielow, buyer and booker.

⊙

Reopening Aids Charity

Proceeds of reopening night's performance at the Danbury Drive-in, Danbury, Conn., were turned over to the Beaverbrook (Conn.) Volunteer Fire Department by Doug Amos, general manager of Lockwood & Gordon Theatres.

⊙

Construction Starts in Minn.

Leo Aved, of Minneapolis, has started grading operations at the Coon Rapids site he acquired three seasons ago located on the East bank of the Mississippi River midway between Minneapolis and Anoka.

⊙

Reopens; Refreshments Free

The Canaan Drive-in, Canaan, Conn., reopening for 1957, distributed free refreshments, including coffee, cake, candy and favors. This year's policy calls for $1 per carload admission, regardless of number of passengers on Wednesdays and Thursdays.

Seek to Set Up MPAA Ad Directors Meeting

The Motion Picture Association of America is attempting to set up a meeting of the advertising and publicity directors committee for May 14 to discuss the industry business building program and its financial aspects.

The meeting, if definitely arranged, will precede a meeting of the board of directors of the MPAA during which the industry's coordinating business building group, chairmaned by Spyros P. Skouras, president of 20th Century-Fox, will report.

However, according to an MPAA spokesman, the Association is contacting the member companies to check on the earliest available time during which the advertising-publicity directors group could meet.

U-I Acquires 'Doctor'

"Doctor at Large," the J. Arthur Rank Organization comedy, will be distributed in the United States by Universal Pictures, it was announced yesterday by Charles J. Feldman, vice-president and general sales manager.

George Lougee, 45

HARTFORD, April 22.—George H. Lougee, 45, manager of the E. M. Loew's Milford (Conn.) Drive-In for the past six years, died suddenly last Thursday.

SEE OUTERSPACE MONSTER AMOK IN RUINS OF ROME!
Not since King Kong has the screen seen anything like it!
20 MILLION MILES TO EARTH
from COLUMBIA of course!

Television Today

PASSING IN REVIEW....

WALT DISNEY and Rodgers & Hammerstein are wrong. The great American folk tale is not—and never has been—one of those foreign monarchist legends such as Cinderella or Snow White. The great American folk tale is truly native in origin, symbolizing, as it does, the national guilt complex of a man who has struck it rich and is both afraid and sure the bonanza is actually a comic cigar about to explode in his face. It's a durable old tale which has taken many forms and presentations. When first played about a hundred years ago it was called "Ten Nights in a Bar Room."

Nowadays, of course "Ten Nights in a Bar Room" itself is done strictly for laughs by college and civic theatre groups and by one or two surviving Mississippi showboats. The sophisicates, however, have not let the tale hang low. They have developed a new approach to the boozy old riches-to-rags wheeze that is threatening to become a special section in our national literature, if not an art form in itself. Catering to the public's interest in these grotesque confessionals are book publishers, motion picture producers and the very same television sponsors who tell us life can be beautiful if we dye our hair.

Sees the Light Late

These thoughts were brought to mind Sunday night in the course of NBC-TV's Goodyear production of "The Gene Austin Story." Austin, a song writer, plugger and singer of renown in the late twenties and early thirties, had pretty heartily embraced Demon Rum before he got his third act message, which is according to the classic pattern of this form of entertainment.

As a matter of fact, the script by Ernest Kinoy was a good one. It had moments of real pathos. The dialogue was literate, and it was paced by a lot of music with which Austin is identified, including a few wonderfully tinny old recordings. The performances by George Grizzard and Phyllis Newman were fine and Herbert Hirschman's direction was always sound. What, then, is the beef? There is none especially with "The Gene Austin Story" itself, only with the genre it represents.

In the thirties and forties some of the finest plays written for the American stage were set either entirely, or to a major extent, in bar rooms ("The Iceman Cometh," "The Time of Your Life," etc.), wherein drunks and other flotsam were allowed to utter truths no sober man, it must be assumed, would touch with a 10-foot pole. In the fifties, the focus has been narrowed down to the alcoholic or near-alcoholic. In the Lillian Roth saga on This Is Your Life and in "The Gene Austin Story," however, we're still playing "Ten Nights in a Bar Room" and no one has yet made any attempt, dramatically, to go any deeper than the surface effects of alcoholism. And, it might be well to remember in the course of our preoccupation with alcohol, that a good many people who get caught in its clutches are simply flabby bores. They are not all geniuses.

The rest of the week was a good deal less provocative. Playhouse 90's "Three Men on a Horse" Thursday was as frenetic as all the commercial interruptions would allow, which isn't very. Carol Channing, Jimmy Carson and Jack Carson headed the amiable cast. The Easter Sunday coverage, both sacred and profane, was very well handled and in good taste, which it wasn't a couple of short years ago.
—*V. C.*

DRIVE-INS DEMANDED IT ! ! !
and HERE IT IS!
A LIVE-ACTION
ALL-TALKING
ALL-COLOR
IT HAS EVERYTHING TO INCREASE YOUR CONCESSION SALES
(WRITE FOR DETAILS)
REFRESHMENT TRAILER
FROM FILMACK OF COURSE
1327 S. Wabash CHICAGO, ILL.
630 Ninth Ave. NEW YORK CITY

'Quality' TV

(*Continued from page 1*)

guished the output of Loew's Inc. for the past 30 years."

Three major projects—"Min and Bill," "The Thin Man," and "The Mystery Theatre"—are in various stages of preparation. Marx and studio staff are working out of the former Selznick Bungalow on the fringe of the main Culver City facility.

Marx, assigned to supervise TV production for Loew's Inc., functioned as scenario editor from 1930 to 1937.

Marx declined to elaborate on properties brought to the screen under his seven-year tenure as a scenario chief. "Mutiny on the Bounty" and the forerunner of the Andy Hardy series were but two significant attractions.

Sees Constantly Changing Ideals

He feels that the motion picture and television are providing each other with constantly-changing ideas that inevitably will reflect in bettered production techniques. "Hollywood has a challenging situation in seeking the entertainment viewer," he contends. "We must turn out pictures, both for the auditorium and the home screen, that will both catch a patron's eye and maintain that interest right up to the fadeout."

REVIEW:

If All The Guys in The World

Buena Vista

IT IS QUITE easy to see why Buena Vista picked up this French production for distribution in the United States. "If All The Guys in The World" is expert drama which somehow manages to present a lesson in goodwill among men in terms that are about as full of suspense and excitement as the law allows one 95-minute film.

The story is that of a grubby French fishing boat, somewhere off Norway, the crew of which is suddenly stricken by food poisoning. Its regular radio is out of order so the captain resorts to the short wave set. How their message is received at a distant French outpost in Africa, and how help is relayed to them via Paris, Munich, Berlin, Copenhagen and Oslo, in the form of much-needed serum, forms the drama. The unusual aspect of the piece is that the crew is saved almost wholly through the efforts of amateur "ham" radio operators who, in this case, have formed a chain of helping hands reaching from the North Sea to Africa and back again, even crossing the Iron Curtain.

The characters of the men aboard the stricken ship are neatly outlined in bold, brief strokes, as are those of the people who help along the way: the excitable French storekeeper in Africa, saddled with a languidly deceptive wife; the eager young Parisian boy who is also a ham operator; the latter's radio pal in Munich, a blinded German war veteran; an American G.I., who almost starts an international incident when he goes into Berlin's Red Zone to fetch the serum. These, and many more, give reality to a series of events which otherwise might stretch credulity too far.

Being a French import and having no stars of renown this side, "If All The Guys in The World" of course presents the special selling problems which all subtitled pictures face in the general U.S. market. The exhibitor, however, can unequivocably guarantee his audience a large slice of entertainment and good will when he gets them inside. It's a credit to Buena Vista to be handling it.

The picture was produced by Alexander Muouchkine and directed by Christian-Jaque from a story by Jacques Remy, with adaptation and dialogue by H. G. Clouzot (of "Diaboliques") and Christian-Jaque. Most prominent in the cast are Andre Valmy, as the skipper, and Jean Gaven, as his first mate.

Running time, 95 minutes. General classification. Release, in April.

VINCENT CANBY

Anti-Pay TV Group

(*Continued from page 1*)

position has been supported by its many members, among whom are Allied and TOA.

"The committee has never concerned itself with the merits, pro or con, of the cable theatre. That is a matter for each individual to decide for himself. If an individual is interested to the extent of investing substantial monies to install a cable theatre in his community, it is no concern of this committee," Rembusch said.

Philip F. Harling, co-chairman of the Committee Against Pay-TV, the Theatre Owners of America representative to the group, was unavailable for comment yesterday. However, Ernest G. Stellings, TOA president, recently said that TOA is opposed to any form of subscription television, whether it uses airwaves or wires. Harling is vacationing in Florida.

Form Del Rio Prods.

HOLLYWOOD, April 22—Producer Robert L. Jacks and writer Richard Carr today announced the formation of Del Rio Productions, independent producing firm, with Carr's story, "Latigo," first on their schedule.

TOA of Tenn.

(*Continued from page 1*)

and will conclude with a banquet in the evening.

Morton Tune, of the Princess Theatre, Shelbyville, Tenn., will preside. New officers and directors will be elected and other business acted upon. The association was much interested in legislation considered and acted upon at the 1957 session of the Tennessee legislature which very recently adjourned.

A bill to make it possible for Sunday theatre operation was passed as were other laws of interest to the in-

Exhibitors in U. K.

(*Continued from page 1*)

Scot exhibitor, and national president of the Cinematograph Exhibitors' Association of Great Britain, commenting on the budget proposals, said the relief to cinema owners would not be sufficient to save the industry. It would be so trifling in many cases that it would make very little difference, he said. The chancellor of the exchequer had obviously tried to patch up a sinking ship.

UA Revising

(Continued from page 1)

lined" prospectus, which was filed on April 1.

The film company, the last major motion picture company remaining in private hands, filed with the SEC a registration statement which reported that UA seeks to offer for public sale $10,000,000 of six per cent convertible debentures due in 1969 and 350,000 shares of common stock at a hoped for par value of $20 per share. The net proceeds to UA from the sale of debentures and common stock in the company's first public stock offering, which is proposed for this week, will amount to approximately $14,100,000, after commissions and before expenses.

The UA official said that once work is completed on amendments to the prospectus, the revised prospectus will be sent to the SEC, and it is hoped that a favorable decision will be handed down "within the next few days."

Cleveland First Runs Report Excellent Takes

CLEVELAND, April 22 – Downtown first run theatres here competed successfully with perfect, sunny Easter weather, most of them reporting the best Sunday business in several years.

Top grossers included "Heaven Knows Mr. Allison," that broke a three-year Sunday record at the Hippodrome, and "Boy on a Dolphin," at the Allen Theatre, where it was reported as doing the best Sunday business since January. Crowds flocked to see "The Ten Commandments" and "This Is Cinerama," each in its 23rd week.

The drive-ins reported very good business, but the neighborhood theatres estimated a 30 per cent decrease in grosses.

Albany Easter Grosses Best for the Drive-ins

ALBANY, April 22 – Mid-summer weather boosted Easter business at area drive-ins but cut it down at a number of conventional theatres, according to reports here today. The thermometer registered 81 degrees in the afternoon.

Among the conventional theatres, "The Ten Commandments" moved well in its fourth week at the Ritz, Albany, and drew smartly the first four days of a run at Kallet's Uptown, Utica. It opened Holy Thursday.

"Funny Face" notched satisfactory takes at Schine houses in Amsterdam, Glens Falls and Watertown, it was reported.

Changes to 1st-Run

HARTFORD, April 22.—Metropolitan Hartford has its ninth first-run operation. Lockwood & Gordon's suburban Webb Playhouse, a 728-seat subsequent-run theatre, has changed to first-run art policy, offering foreign product on a full-week basis. The theatre has a new name, Cine Webb.

Three blocks to go to the Music Hall box office, where they set a new record for a holiday week, these feet are tired already! The picture is Paramount's "Funny Face" and the scene was repeated over the holiday weekend at most of the Broadway theatres.

Easter Crowds Hike Grosses

(Continued from page 1)

record at the Roxy was $32,000 and it was set on Sunday of the Labor Day weekend of 1956.

The Radio City Music Hall, with Paramount's "Funny Face," in its fourth week, expects to establish a new all-time weekly high by grossing $216,000. Over the weekend, from Thursday through Sunday, the film took in $126,000 for the four days.

'Bachelor Party' Strong

United Artists' "The Bachelor Party," which is concluding its second week today at the Victoria Theatre, took in a high $33,000 for the week. The Hecht-Hill-Lancaster production grossed $17,500 over the weekend. UA anticipates that during the coming holiday week, the picture will gross close to $40,000 at the theatre.

All Broadway exhibitors reported that the excellent weekend weather bolstered business in the first-runs. The public went walking in their finery and afterwards came into the theatres, they reported. However, small neighborhood circuits and theatre operators reported that the business was good on Saturday, but "nothing" on Easter Sunday.

'Pretty Good,' Say Circuits

Executives at RKO Theatres, Stanley-Warner Theatres and other circuits reported that weekend business was "pretty good" and "fair around the country," all pointing out that matinee business was "tops" wherever "Blockbuster" product was the attraction.

All circuits and the Broadway first-runs expect to do outstanding business throughout Easter Week as schools are out and children and tourists swell the crowds along Broadway. The Mayfair Theatre, which opened "The Buster Keaton Story" on Saturday and took in $6,300 over the weekend, anticipates a high $18,000 for the week. The Globe, which is presenting the latest "Tarzan" feature, "Tarzan and The Lost Safari," grossed $9,200 over the weekend and expects $16,000 for the week.

The Paramount Theatre with Columbia's "Abandon Ship" took in $27,000 for the holiday weekend and predicts $35,000 for the week. Loew's State, which is featuring a "rock and roll" show along with "Fury at Showdown" took in $35,000 over the weekend and expects $70,000 for the week ending Thursday. The Capitol Theatre with "12 Angry Men" took in $17,500 from Friday through Sunday and expects $40,000 for its second week gross. The Astor playing Columbia's "The Strange One" took in $9,700 over the weekend and foresees a second week's gross of $20,000. "Lust For Life," in its 31st week at the Plaza Theatre, grossed $9,500 for the week.

Palace Has Liberace

The RKO Palace, which is presently a stage show only, headlined by Liberace, reported that weekend business was "good."

The three Broadway theatres operating on a reserved seat policy, the Rivoli with "Around The World In 80 Days," the Warner with "Seven Wonders of the World," and the Criterion with "The Ten Commandments," also reported top business over the weekend. All have scheduled extra performances throughout Easter Week.

Walt Disney's "Cinderella," which opened in 90 theatres in the metropolitan New York and New Jersey area at the weekend, is expected to gross between four and five hundred thousand dollars during Easter Week, according to officials at Buena Vista, the distributor.

Miner Sells to Taylor

Leo Miner has sold the Isle Theatre, Cumberland, Wisc., to Robert Taylor of Menomonie, Wisc. The house has been part of the Miner circuit for several years.

Business Up in Atlanta Much Optimism for Future

Special to THE DAILY

ATLANTA, April 22—Theatre business in this area is presently about 15 per cent ahead of last year, exhibitors report, and many of them are optimistic on the outlook for the future.

Easter Week Business In S. F. Exceptional

SAN FRANCISCO, April 22 – San Francisco area film theatres had one of the most lucrative Easter seasons in the past 10 years. Better product generally was attributed to the heavy grosses, with the varying exhibitor opinions including the thought that audience appeal no longer is cemented to television.

Fox West Coast scored heavily with "Cinderella" in all key spots. The local Fox Theatre grossed $17,000 for the holiday week and then followed with "Boy on a Dolphin," which had record audiences for the opening two days. Three theatres with reserve seat operations previously had been assured of near capacity business: the Orpheum, "Seven Wonders of the World"; St. Francis, "The Ten Commandments" and the Coronet, "Around The World in 80 Days."

'St. Louis' to Follow 'Funny Face'

After profitable attendance with "Funny Face" the Paramount looks forward to Wednesday's opening of "The Spirit of St. Louis."

Abe Blumenfeld said his string of 31 theatres had an exceptionally good Easter Week.

Exhibitor Maury Schwartz reported his art houses drew crowds "beyond our expectations for the holiday season."

Good Weather Hurts Business in Boston

BOSTON, April 22—Theatre business was not up to expectations over the Easter weekend here, and exhibitors blamed the weather, which was a warm 88 degrees. However, "Around The World in 80 Days," which opened Saturday night at the Saxon Theatre, was a complete sellout.

New films opening included "The Spirit of St. Louis," which took in $11,000 in three days at the Metropolitan; "Funny Face," which did over $10,000 in three days at the twin Paramount and Fenway; "Designing Woman," which grossed $11,000 in two days at the twin Loew's State and Orpheum; and "Boy on a Dolphin," which registered $13,000 in four days at the Memorial. "The Bachelor Party" at the smaller Kenmore, took in $5,000 in two days.

Reports from the neighborhoods were disappointing, as the weather on Sunday drew thousands to the beaches and onto the highways.

FLY WITH THE PILOTS WHO FLY THE WORLD

TWA CAPTAIN EARL W. FLEET, now flying out of Kansas City, has found time during his distinguished career with TWA to hunt big game, fish for mountain trout, and build up a unique collection of miniature figure carvings from all over the world. A personable, vital man, he has 26,000 flying hours to his credit (nearly three full *years* off the ground). Captain Fleet is the kind of experienced pilot TWA traditionally puts on the flight deck, the kind of man you always like to have in command.

TWA

LUXURY COAST TO COAST!

Fly TWA fast, non-stop *Ambassador* between New York and Los Angeles. De luxe Super-G Constellation service offering tempting meals and beverages, gracious hostess service and the delightful Starlight Lounge. *Exclusive!* . . . full-length sleeper berths (extra charge) available on overnight Ambassadors.

For full information on *Ambassador* service, or any of TWA's many other First Class and thrifty Sky Tourist flights, see your travel agent or nearby TWA office today.

FLY THE FINEST
FLY TWA
TRANS WORLD AIRLINES

FAMILY TRAVELERS: *Special savings for you with TWA's Family-Fare Plan.*

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 81, NO. 79 NEW YORK, U.S.A., WEDNESDAY, APRIL 24, 1957 TEN CENTS

In Chicago

Permit AB-PT To Acquire New Theatre

Judge Rules Acquisition No Competition Restraint

Federal Judge Edmund L. Palmieri yesterday signed an order permitting American Broadcasting - Paramount Theatres to acquire the Mercury Theatre in Chicago.

A hearing on the acquisition was held in New York District Court last April 15 during which Maurice Silverman of the anti-trust division of the Department of Justice informed Judge Palmieri that the Department was not opposed to the AB-PT acquisition.

Judge Palmieri, following a week of consideration of AB-PT, Justice Department and exhibitor statements concerning the acquisition, stated in his order that "the acquisition by AB-PT or one of its subsidiaries of the Mercury Theatre in Chicago will not un-

(*Continued on page* 6)

Substitute Censor Bill Considered in Ohio

Special to THE DAILY

COLUMBUS, O., April 23.–Ohio Senate Education Committee, after defeating a motion to table S.B. 115, which would re-establish prior censorship in Ohio, voted to consider a substitute bill offered by Sen. Delbert

(*Continued on page* 2)

Distribution 'Streamlining' Report Due in Mid-May

The Booz, Allen & Hamilton survey report on "streamlining" distribution company operations at the home offices and in the field "is expected to be ready by mid-May" for submission to the Motion Picture Association, it was reported here yesterday.

Preliminary reports have been handed in to the MPAA on the distribution survey by Booz, Allen & Hamilton, it was stated. However, a final one is to be ready by the time the MPAA board meets.

Star Revitalization Plan Is Launched by O'Donnell

From THE DAILY Bureau

HOLLYWOOD, April 23–Robert J. O'Donnell's plan for a star revitalization program was launched today when Vera Miles was honored at a luncheon at the Paramount Studios dining room with many top circuit executives present.

R. J. O'Donnell

Originally, O'Donnell, vice-president and general manager of Interstate Circuit, Dallas, had planned to kick off the campaign in Texas but because Miss Miles is pregnant, the affair was switched to Hollywood. She is currently co-starring in Paramount's "Beau James" which prompted O'Donnell to inaugurate his program by honoring her.

O'Donnell told the guests he had

(*Continued on page* 6)

'Documentary' Label Said Box Office Poison

The term 'documentary film' needs to be reassessed, Thorold Dickinson, chief of film services for the United Nations Department of Public Information, told the American Film Assembly at a luncheon yesterday at the Hotel Statler here. The Assembly is meeting all week with delegates consisting of 16mm film makers, distributors and users, including educators and sponsors of informational films.

To label the current theatrical re-

(*Continued on page* 6)

'Commandments' Paces L. A. Business Spurt

From THE DAILY Bureau

LOS ANGELES, April 23 – Film theatre grosses in this city, which improved sharply last week due to the Easter Week school vacation, continue strong on all fronts, with "The Ten Commandments" figured to total $36,000 at the Stanley Warner Theatre in Beverly Hills, where it is playing its 23rd week.

"Funny Face," in its opening week,

(*Continued on page* 7)

Report SEC Approval For UA Stock Prospectus

The Securities and Exchange Commission has favorably acted upon the United Artists prospectus and cleared the way for the film company to market debentures and common stock, possibly starting today under the auspices of an underwriting group headed by F. Eberstadt & Co., it was reported late yesterday.

A statement on the SEC clearance which came after UA revised certain portions of its prospectus, is expected early today. The original UA prospectus was filed on April 1.

Reopenings Aided by Fox Program: Harrison

The benefits of the expanded 20th-Fox program, which in recent months has increased the available number of small budget pictures for subsequent run houses, has already contributed to the reopening of 61 such

(Continued on page 2)

GPE Quarter Billings Show 33 Per Cent Jump

Gross billings for General Precision Equipment Corp., in the first quarter of 1957, amounted to approximately $43,500,000, which is equal to 80 cents per share in net profit, an increase of 33 per cent over the comparable 1956 period, according to

(*Continued on page* 6)

Metro Opens Its 14th Australian Drive-In

Special to THE DAILY

PERTH, Australia, April 23.– Australia's biggest single drive-in, the Metro drive-in, Innaloo, Perth, has opened, and police reinforcements were needed to handle traffic on the roads leading to the drive-in opening

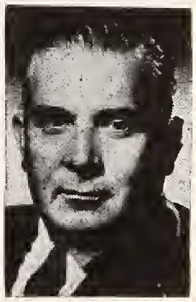
(*Continued on page* 2)

Skouras Stresses

Continuous Film Flow Vital Now

Tells Holders 'A' Pictures Plus Showmanship Needed

By adopting new policies and "taking determined action," 20th Century-Fox in 1957 will be able to count upon a supply of product in greater quantity and quality for all of the company's customers, Spyros P. Skouras, president, declares in his annual message to stockholders, released yesterday. The report includes the activities of the film company in foreign theatre acquisitions and oil developments.



Spyros Skouras

Skouras cites the 20th-Fox program

(*Continued on page* 7)

SCTOA Asks Additional Data on Arbitration

Southern California Theatre Owners Association has submitted to A. Montague, chairman of the Motion Picture Association of America committee on arbitration, a number of questions concerning the forthcoming industry conference and the April 8 meeting between the MPAA and the two national exhibition associations, it was reported yesterday.

SCTOA, in its letter to Montague, pointed out that answers to the questions on arbitration would influence the regional theatre group's decision

(*Continued on page* 2)

Television Today Page 6

PERSONAL MENTION

BERNARD G. KRANZE, vice-president of Stanley Warner Cinerama, will leave New York today for Dallas.

•

L. **Douglas Netter**, Jr., vice-president of Todd-AO Corp., has returned to New York following a trip to St. Louis, Omaha and Minneapolis.

•

C. R. B. **Salmon**, of Odeon Theatres (Canada) Ltd., will leave New York tomorrow for London via B.O.A.C.

•

Terry O'Neill, vice-president of Associated British Picture Corp., and American representative of the company here, will be married on Saturday to **Fran Miggins**, New York model, in St. Malachy's Chapel.

•

Robert Lantz, vice-president of Figaro, Inc., left here yesterday for the Coast.

•

Charles Dietz, publicity director in the Detroit area for M-G-M, and a brother of **Howard Dietz**, vice-president of Loew's, Inc., has entered St. Mary's Memorial Hospital, Detroit, for treatment of a heart ailment.

•

Sam Katzman, producer, has returned to New York from London via B.O.A.C.

•

Mrs. Gail Lester, wife of **Irving Lester** of "Pictorial Review," has given birth to a boy at Brooklyn Jewish Hospital.

•

Charles Crichton, British director, has arrived here from London via B.O.A.C.

•

Arnold Febrey, formerly with RKO Radio in Buffalo, has joined United Artists as a salesman in the Rochester and Syracuse areas.

•

Leonard Picker, legal representative for United Artists in Hollywood, and **Marilee Earle**, actress, were married in the chapel of Southern Methodist University, Dallas.

Canada CT Dividend

OTTAWA, April 22.—Consolidated Theatres, Ltd., declared a dividend of 12 cents on Class A common and 10 cents on Class B common, both payable June 1 to shareholders of record May 1.

WELCOME
INTERNATIONAL FINALISTS
MISS SPIRIT OF ST. LOUIS
AWARD

M.P. DAILY picture

CHOOSING THE WORLD'S IDEAL AIRLINE STEWARDESS yesterday morning over scrambled eggs and chicken livers at the Park Sheraton involved judges distinguished in press, publicity, pageantry, portraiture, the theatre, and also flying; an audience of assorted opinion makers and fashion arbiters, and was a sort of climax to one of Warners' biggest promotions. The winner, who now is "Miss Spirit of St. Louis," was Jo Ann Annette Barseth of North Central Airlines, more ideal than 35 other finalists and 1,000 entrants, and she wins a 1957 Hillman, a complete wardrobe contributed by 27 manufacturers, a gold ring, perfume, luggage, gloves, earrings and bracelet, and a portrait. And a Warner screen test.

Report Berger and Son In Wyoming TV Venture

MINNEAPOLIS, April 23 – Benjamin N. Berger, independent circuit owner of this city and retiring president of North Central Allied, is reported as acquiring an interest in the newly-established television station at Casper, Wyo.

Associated with Berger in the venture is his son, Robert, Hollywood TV film distributor.

Ross Starts Next Week On Three-Week Tour

A three-week tour by Barney Ross, former boxing champion, whose life story is dramatized in Edward Small's production of "Monkey on My Back," will start next week and will cover 12 key cities to spotlight regional openings of the United Artists release. Ross, and his wife, will visit Chicago, Milwaukee, Detroit, Buffalo, Boston, Philadelphia, Washington, Cleveland, Columbus, Toledo, Rochester and Syracuse.

Set 'Ride' Promotion

A music promotion in behalf of The Associates and Aldrich Company's "The Ride Back," which United Artists is releasing, has been set with RCA Victor Records at 21,500 music shops across the country. It will include a tour of 23 key cities by Vaughn Monroe.

SW Dividend 25c

The board of directors of Stanley Warner Corp. has declared a dividend of 25c per share on the common stock payable May 24 to stockholders of record May 3.

Ohio Censors

(*Continued from page* 1)

Latta (Rep.), Bowling Green, committee member. The committee will open hearings on the Latta bill May 1. The substitute measure would require film distributors to register with the Secretary of State, and permits the attorney general to file petitions in the common pleas court against any film which he considers is in violation of the present state anti-obscenity law.

A court hearing within five days is provided. The jury in the case is empowered to consider the merits of the petition.

Latta said his proposal would strengthen the present law and would eliminate need for action by city or county law enforcement officials against "questionable" films.

Civic Support for Bill

Supporters of censorship who spoke before the committee included Sen. David Morgan (Rep.), Columbus, who said if the censorship bill is not approved "the public will rise up and smite the film industry."

Paul J. Lynch, of the Ohio State Council, Knights of Columbus, said censorship is needed because parents are "unable or unwilling" to exercise parental authority over children's choice of filmgoing.

Metro Opens

(*Continued from page* 1)

night. The theatre has a capacity of 1,000 cars and is the 14th in the Australian chain and the 46th in M-G-M's overseas chain. The only drive-in in Australia that is larger is the Metro Twin drive-in, Chullora, Sydney, with a total capacity of 1,400 cars.

SCTOA Asks

(*Continued from page* 1)

whether or not to participate in
May 13 talks.

Montague was also informed by
Metropolitan Motion Picture Thea
Association that a decision on its
ticipation in the May 13 arbitra
talks will be made on May 1 w
the group's board of directors m
here. Independent Theatre Ow
Association has notified the MP
and Montague that it will partici
in the conference.

Meanwhile, the MPAA repor
here yesterday that the May 13 m
ing between distributors and exh
tors on arbitration wll be held in
Association's board room.

Reopening Aided

(*Continued from page* 1)

theatres, Alex Harrison, general s
manager, said yesterday.

The 61 houses have been clo
from one to two years Harrison s
He also said that a number of sub
quent runs, mostly in Canada, h
converted successfully to first run. T
reopened houses are in 17 exchar
areas with 10 of them in the Min
apolis territory.

Other re-openings by territories
clude: Buffalo, 2; Charlotte, 5; C
cago, 2; Cincinnati, 1; Dallas, 3; D
ver, 3; Detroit, 4; Indianapolis,
Los Angeles, 2; Memphis, 5; New
leans, 3; New York, 1; Philadelph
1; Portland, 2; St. Louis, 1; and Se
tle, 3. Canadian re-openings, acco
ing to the Harrison report, total 11

Memphis Names Cens

MEMPHIS, April 23.—Mrs. M.
Hooker today was named to the Me
phis Board of Censors. Mrs. Hooke
appointment brings the membership
four, one under full strength.

SPG to Meet May 6

HOLLYWOOD, April 23 – T
Screen Producers Guild will hold
annual membership meeting a
election of officers on May 6th, S
president Samuel Engel announce

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Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince
Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otte
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Single copies, 10c.

FACTS ABOUT THE WARDROBE:

"Designing Woman" *—Gregory Peck, Lauren Bacall, Dolores Gray.*

"This Could Be The Night" *—Jean Simmons, Paul Douglas, Anthony Franciosa.*

"The Little Hut"—*Ava Gardner, Stewart Granger, David Niven. (A Herbson S. A. Production).*

"Tarzan And The Lost Safari"—*Gordon Scott as the new Tarzan. (A Sol Lesser Production).*

"The Vintage"—*Pier Angeli, Mel Ferrer, John Kerr, Michele Morgan.*

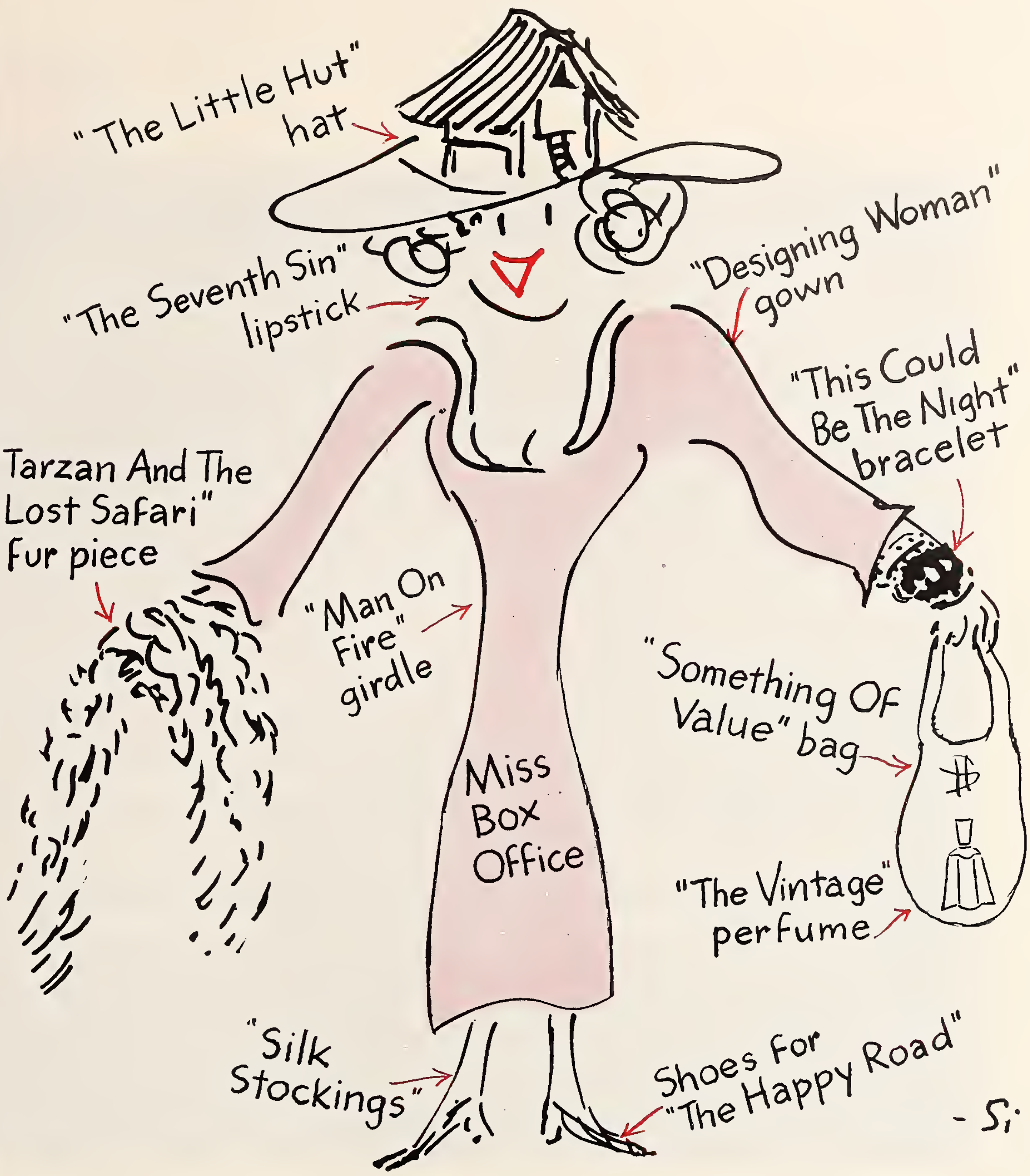
"Something Of Value" *—Rock Hudson, Dana Wynter, Sidney Poitier.*

"The Seventh Sin" *—Eleanor Parker, Bill Travers, George Sanders, Jean Pierre Aumont.*

"Man On Fire"—*Bing Crosby. (A Sol C. Siegel Production).*

"Silk Stockings"—*Fred Astaire, Cyd Charisse, Janis Paige, Peter Lorre. (An Arthur Freed Production).*

"The Happy Road"—*Gene Kelly. (A Kerry Production).*


"The Little Hut" hat
"The Seventh Sin" lipstick
"Designing Woman" gown
"This Could Be The Night" bracelet
"Tarzan And The Lost Safari" fur piece
"Man On Fire" girdle
Miss Box Office
"Something Of Value" bag
$
"The Vintage" perfume
"Silk Stockings"
Shoes For "The Happy Road"
- Si

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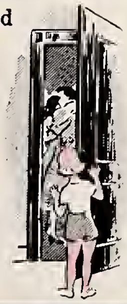

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ENCYCLOPAEDIA BRITANNICA FILMS
Short Subjects of Distinction

Star Revitalization Plan

(Continued from page 1)

seen "Beau James" several weeks ago in Dallas and was "singularly impressed by the vital personality and inspired trouping of Vera Miles. . . . We decided then and there that some important recognition must be given new stars if the Hollywood star system, on which our industry was founded and nurtured is to survive."

He said the star system is in danger of withering up and dying and "it is therefore incumbent upon all of us who draw our living from motion pictures and the allied arts to do something about revitalizing it." He pointed out that they intend to continue with the idea of "coming-out parties" to signalize the arrival of new stars and because "it is our hope that other exhibitors will take up the idea," he outlined what was planned in Dallas.

Leading exhibitors, exchange personnel, film editors and columnists from every major area in Texas and neighboring states were to be brought to Dallas. They, together with local civic leaders and the boards of directors of local clubs, were to see a special showing of "Beau James," following which a banquet and dance were planned with the formal presentation of Miss Miles to the community.

O'Donnell added, "we will implement this plan with stars of the future. I suggest again that other exhibitor groups do the same."

Regarding television, O'Donnell said, "I believe that the impact of television on theatre business reached its peak about 18 months ago and that people now have begun to apply the same measuring stick to TV as they do to films."

Allow AB-PT

(Continued from page 1)

duly restrain competition. It is ordered and adjudged that AB-PT be permitted to acquire the house."

According to the consent decree, AB-PT is allowed four theatres in the Chicago area and they now have one. The proposal to acquire the Mercury is the first AB-PT has made since it completed its divestiture program.

Exhibitors in the Chicago area opposed the AB-PT proposal to acquire the Mercury on the grounds that it would cause competition to be restrained.

Plan Three Films

MEXICO CITY, April 23—Gregorio Wallerstein, top film producer, who is currently president of the Producers Assn., and Marga Lopez, actress, have formed an association to make three films this year at a total cost of $400,000. The first, to cost $120,000, will be in color and CinemaScope.

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CPE Billings

(Continued from page 1)

Hermann G. Place, president. He told stockholders yesterday that billings in the next fiscal quarter of this year "will be better yet."

Place, presiding over the GPE annual meeting, informed stockholders that as of March 31, 1957, the company has a backlog in billings amounting to $170,000,000, an increase of $40,000,000 over the past 12 month period.

"It is hoped that gross billings in 1957 will amount to $200,000,000," Place said. Billings in 1956 amounted to $153,261,864 for GPE.

Says 10% from Film Industry

The GPE chief officer and board chairman told stockholders that at present less than 10 per cent of the gross billings comes from the motion picture industry.

Stockholders of GPE approved a management resolution authorizing the board of directors to act at their own discretion in issuing a $20,000,000 long term debt to $4.75 preferred stock holders in subordinated debentures. All GPE directors were re-elected at the meeting.

Documentary Label

(Continued from page 1)

lease, "On the Bowery," as a documentary is "not only box office poison, but a hopeless corruption of a term that has come to be identified with pamphlet films and dull narrative," Dickinson said. He added that "a fresh slant on the film medium as a motivational force and a creative art is in order."

In addition to workshops, the Assembly is holding its Golden Reel Film Festival this week. Over 250 films are being screened from 2 P. M. through 10 P.M. daily. Tomorrow the 23 "Golden Reels"—the 16mm field's Oscars — will be awarded. The Assembly, which is the fourth annual such affair, is sponsored by the Film Council of America.

Television Today

Steering Committee For Promotion Assoc.

The appointment of a steering committee for the Broadcasters' Promotion Association, following a business meeting of Association officers and directors during the recent NARTB convention in Chicago, has been announced by BPA president, David E. Partridge, advertising and sales promotion manager for the Westinghouse Broadcasting Co.

The members of the committee, whose function will be to aid in the planning and development of association activities and services, are: BPA first vice-president, Charles A. Wilson, promotion manager of WGN and WGN-TV, Chicago, chairman; Joe Zimmerman, promotion manager of WFIL and WFIL-TV, Philadelphia; and Bruce Wallace, promotion manager of WTMJ and WTMJ-TV, Milwaukee.

'Great Movies' Series Started in Canada

TORONTO, April 23—A series of "great movies" has been scheduled over a network of 14 Canadian TV stations.

The 14—obtained from three film distributing companies, Rank Film Distributors, Screen Gems and International Film Distributors—fill in the Saturday evening period formerly occupied by the National Hockey Games. Three sponsors are participating in the presentation of the series.

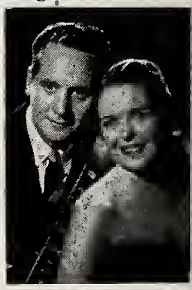
One Man's TViews

By Pinky Herman

EILEEN HECKART of the Broadway hits, "Bus Stop" and "Picnic," has been signed to star on the "CBStage One" TV program, "The Out Of Towners" scripted by Ted Mosel and slated for May 6. . . . Easily one of the better radio programs beamed out of KMOX, St. Louis every nite at 11:30, is "Man About Town," featuring Don DeLeo and nite club guest, piped in from Gotham to the Chase Hotel, where Harry Fender does the interviewing. Makes for happy chatter, snappy patter and fine music. . . . Patti Page will be the hostess of a new TV CBSeries, "The Big Record," which will be seen in the "Godfrey and His Friends" Wednesnite spot (8:00-9:00) starting in Sept. with Lee Cooley producing the musical variety show created by Les Gottlieb. As for the summer replacement for the red-head's mid-week doin's, Vic Damone will emcee a variety stint starting July 3. . . . Transfilm has produced a most interesting and heart-warming 15-minute documentary telefilm, "What Kind of a Day Has It Been?", written by Emmett ("Walk East On Beacon") Murphy and narrated by John K. M. McCaffery which will serve as the Greater N. Y. Fund's 1957 Campaign film and will be available to all TV stations. . . . The Barry-Enright quizzer, "Tic Tac Dough" TViewed daily over NBC, will start an additional series, to be seen 7:30-8:00 P.M. on Thursdays starting Sept. 12 with Warner-Lambert sponsoring on alternate weeks. This is the second audience-participation TVehicle, ("Twenty-One") produced by the same firm, which started as a daytimer and added a nitetime seg to its sked.

☆ ☆ ☆

At Art Ford's party last week we learned from Mary (Les Paul &) Ford, that she is so ca-razy about Bob & Ray's daily radio shenanigans, she tapes all their programs at home for replays. (Including the commershills yet.) . . . Walter Slezak has been CBSigned to star in a new situation comedy series, "Slezak And Son" which starts a Tuesday nite (8:30-9:00) series in the Fall. Alternately sponsored by Shulton Co. and Lever Bros., the program will feature Walter's 10-year-old son, Leo and is written and produced by Howard Teichman, writer of "The Solid Gold Cadillac." . . . Recommended: Joe Given's simple and intelligent delivery each morning of the WNEWs. . . . Russ Case's new LP Album of pop and show tunes which Vik Records will release in August. A MUST for every record library in Radio and TV. . . . Don Morrow set to play "Lt. Richard Crane, U.S.N." in forthcoming RKO Documentary "Polar Outpost," dealing with U.S. Radar defenses. . . . MMMarlene Dietrich, a daily diner at Maestro Paul Taubman's popular Penthouse Club.



Les Paul and Mary Ford

Holiday Gross

(*Continued from page 1*)

is expected to wind up with $23,500 at the Paramount Theatre, Hollywood, and "Boy on a Dolphin," at Grauman's Chinese, looks like $22,500 or better.

"Around the World in 80 Days" continues doing capacity business at the Cathay Circle Theatre, bettering $25,000 for its 17th week.

Kansas City Easter Takes Excellent; 'Ten Commandments' Scores Heavily

KANSAS CITY, April 23 – A marked improvement in attendance and box office receipts was noted by most theatres in and around Kansas City over the Easter weekend and during the first two days of the current week. In general, the business upturn was most noticeable at theatres presenting pictures of widespread appeal or being offered on a roadshow basis.

A case in point was the Roxy Theatre, where "The Ten Commandments" now is in the third month. A hastily scheduled Monday morning performance, with special rates prevailing for students and children, resulted in a sell-out house. The management originally had set aside only 600 seats to be sold at the reduced price, but had to throw open the whole theatre because of the jam.

Weekend Revenue Rises

The Good Friday receipts for "The Ten Commandments" were $1,000 ahead of the previous Friday, the Saturday returns were $500 greater than the previous Saturday and the Sunday gross was $600 above the previous Sunday.

At the Uptown, where the re-released Disney "Cinderella" is playing, capacity crowds were the rule at most performances over the weekend, and the picture still is continuing to attract great patronage.

The Paramount, showing "Funny Face" for the second week, and the Missouri, where "Cinerama Holiday" is playing the sixth week, also had increases in boxoffice receipts, but Loew's Midland fared poorly with "Twelve Angry Men."

An interesting development among neighborhood houses occurred at the National Theatre, a marginal operation, which hit a boxoffice jackpot with a double bill of "The Robe" and "David and Bathsheba." The theatre is holding the program, which began last Saturday.

Two M-G-M Dates Here

M-G-M announced New York opening dates for two of its new productions yesterday: "The Little Hut" will open at the Capitol on May 3, and "Something of Value" at the Astor on May 10.

Katzman Conference

Sam Katzman, producer for Columbia Pictures, will hold a trade press conference in the company's home offices here this Friday afternoon.

REVIEW:

Joe Butterfly

Universal—CinemaScope

If memory serves, Audie Murphy's screen activities have been confined virtually to the battlefront or the frontier. In "Joe Butterfly" he once more dons a uniform but it's strictly for laughs this time and the change of pace is welcome and pleasant. George Nader, one of Universal's most prolific actors, also abandons the more rugged cinema life. Together with a good cast of American and Japanese actors they have a lark and provide the audience with a good time.

The title has no other significance than the name of a character, one played by Burgess Meredith. He is a Japanese "con" man, albeit a likeable and benevolent one. He comes in contact with a group of GI's representing *Yank*, the Army weekly, who have to get out an edition of the magazine, following V-J Day, in a minimum of time. The photographer, Murphy, is invaluable but his constant run-ins with the officer in charge, Fred Clark, get him shipped back to the States. Nader is in charge of the little group which also consists of Charles McGraw, John Agar and Frank Chase.

The not-too-honorable Butterfly makes a black market deal with Clark's sergeant who has no love lost for the *Yank* boys. Circumstances and Butterfly's influence gets them living and working quarters in a private home and when they discover the sergeant's forthcoming racket, he also is forced to help them out.

Joining this scramble is Murphy who jumped ship and Keenan Wynn, unwelcome representative of a national magazine, who also wants first shot at this historic story about Japan. Murphy's love affair with a Japanese girl, Wynn's threats to expose the boys for living in comfort while the "wheels" are cramped, the ostensible and then the real capture of Tokyo Rose and several other plot manipulations keep the picture moving to its obvious but satisfying conclusion.

"Joe Butterfly" is not one long laugh from beginning to end. It has too much dialogue and it keeps running off in too many directions. But it does bring a smile almost all the time and it has the virtue of never taking itself too seriously.

Aaron Rosenberg produced and Jesse Hibbs directed from a screenplay by Sy Gomberg, Jack Sher and Marion Hargrove based on a play by Evan Wylie and Jack Ruge. The color and CinemaScope are fine, the backgrounds (much of it shot in Japan) are interesting and the picture is fun.

Running time, 90 minutes. General classification. Release, in July.

JAY REMER

Baltimore Box-Office Not Up to Hopes

BALTIMORE, April 23—The Easter weekend business was better than grosses of recent weeks—but not quite as good as expected. A sudden flash of hot weather—92 degrees—apparently resulted in amusement seekers deserting the movies—and even neglecting the annual Easter parade.

Night audiences on Saturday and Sunday were much better than matinees and responsible for boosting the boxoffices.

Art Attractions Draw Well

A check-around finds two art attractions gaining major attention – "The Gold Of Naples" and "Twelve Angry Men"—both drawing capacity over the weekend.

A re-release of "Cinderella" was packed with youngsters for matinees and "dropped" for evening shows. "Funny Face" is doing well—likewise "The Spirit Of St. Louis" and "Designing Woman"—although neither of those first-runs met expectations of the Easter rush.

Charlotte First-Runs Find Business Good

CHARLOTTE, N. C., April 23.—The Easter holidays brought better business to at least some of Charlotte's first run theatres, a survey revealed today.

Carolina Theatre manager Kermit High said our business is up some, adding that "Easter 1957 is better than Easter '56 because the theatre is showing a better picture." "Boy on a Dolphin" is the current attraction.

Good Weather Hurts B.O.

However, High said business on Easter Sunday itself was definitely off because of the fine sunny weather which kept many persons outside.

The Plaza Theatre has also reported higher grosses of late because of the fine business done by "Designing Woman." However, Easter's sunshine also cut attendance.

At the Manor theatre, manager Bill Primm said business was "terrific. 'Hellcats of the Navy' packed 'em in and the crowds kept streaming in Monday afternoon."

Flow of Film

(*Continued from page 1*)

of 30 "A" pictures and the 25 "showmanship" pictures to be produced in 1957. He said that the "showmanship" product will cost approximately $6,000,000 or less, in the aggregate.

"Twentieth Century-Fox is giving its support to the present campaign to reopen closed theatres in order to revive business generally in small towns and the communities surrounding them," he said. "We have never faltered in our belief in the welfare and importance of the small theatre to our industry," he added.

Tells of Foreign Business

Reporting on foreign theatre operations, Skouras said that 20th-Fox operates 140 theatres in South Africa, including eight in Southern Rhodesia and four in Kenya with others in construction or planned for early building. In addition to theatres in South Africa, 20th-Fox has 50 theatres in New Zealand and 180 in Australia.

"These three circuits are very important to us in developing maximum film rentals and altogether they represent a total investment of $9,992,000," Skouras said. He pointed out that the investment in South Africa alone is $7,499,000 which includes advances of $4,200,000 repayable between November 1957 and December 1959 at the rate of $168,000 monthly.

Skouras said that combined gross receipts of these foreign theatre circuits aggregated approximately $37,000,000 and net earnings were approximately $700,000 in excess of dividends of $713,000 received during the year.

The annual earnings of 20th-Fox during 1956 were reported in the Motion Picture Daily on March 29.

From Wells, $3,920,589

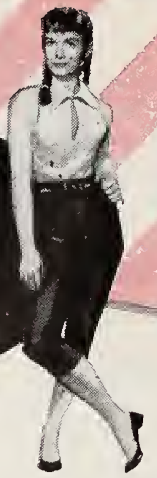
Commenting on the 20th-Fox oil developments, Skouras told stockholders that four additional wells were completed on studio property last year and that well No. 12 is drilled ahead now at 9,500 feet. As of Feb. 28, 1957, total production value of oil and gas was $3,920,589, he said.

Total gross revenues less one-half of the operating costs would be in excess of $1,600,000 per year, Skouras said, adding that additional income from oil development would be forthcoming in 1957 due to the launching of a second drill site which is expected to be placed in operation this year. He said that the first drill site can accommodate at least 28 wells.

Arizona Mother Signed

HOLLYWOOD, April 23—Patrick Ford, producing C. V. Whitney Pictures' "Missouri Traveler," for Warner Brothers release, disclosed today that a major role in the film will be played by Mrs. Mary Hosford, 31, mother of four children, a Phoenix, Ariz., housewife, discovered in a nationwide search conducted by Ford to find an appropriate person to portray a Missouri gentlewoman in the picture.

VACATION TIME
will be "*TAMMY*" *TIME*
for happy families everywhere...
from *U-I!*



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Bachelor about love!

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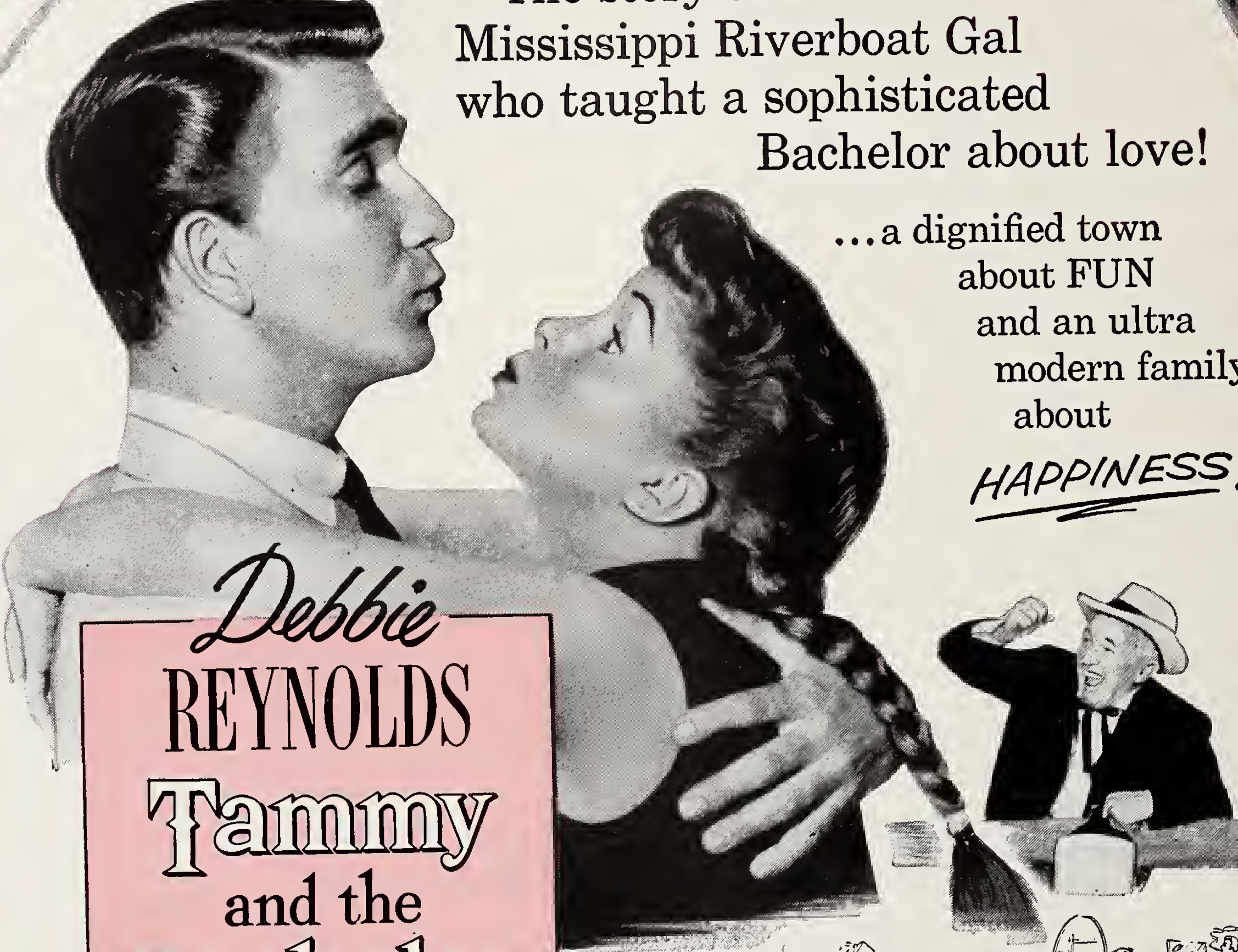
about FUN
and an ultra
modern family
about
HAPPINESS!



Debbie
REYNOLDS
Tammy and the Bachelor

co-starring LESLIE NIELSEN · WALTER BRENNAN
MALA POWERS · SIDNEY BLACKMER · MILDRED NATWICK
with Fay Wray · Louise Beavers
Directed by JOSEPH PEVNEY · Screenplay by OSCAR BRODNEY · Produced by ROSS HUNTER
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Ask your U.I. Branch Manager
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Universal International

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 81, NO. 80 NEW YORK, U.S.A., THURSDAY, APRIL 25, 1957 TEN CENTS

Meany Wires:

AFL-CIO in Stand Against Toll Video

Message Asks FCC to Reject It; 'Against Public Interest'

From THE DAILY Bureau

WASHINGTON, April 24 – The AFL-CIO urged the Federal Communications Commission today to reject subscription television.

In telegrams to individual commission members, AFL-CIO president George Meany noted that the AFL-CIO convention had adopted a resolution against toll TV. "We believe," he said, "that the granting of

(*Continued on page* 4)

FCC Proposes Station Allocation on New Basis

From THE DAILY Bureau

WASHINGTON, April 24. – The Federal Communications Commission proposed today to allocate television stations on the basis of individual applications rather than on a fixed table of channel assignments, as at present.

The Commission asked comments on the proposal by June 3. Three commissioners – Hyde, Bartley and Lee–dissented.

At present, a fixed table assigns particular channels to particular cities or areas, and only those channels can be

(*Continued on page* 4)

Theatre 'Curfew' Bill Tabled by Ohio House

Special to THE DAILY

COLUMBUS, Ohio, April 24.–The Judiciary Committee of the Ohio House of Representatives tabled the "curfew" bill sponsored by Reps. Jesse Yoder and Charles Whalen Jr., both

(*Continued on page* 5)

Television Today Page 4

TV-Net Probe In N. Y. May 1

From THE DAILY Bureau

WASHINGTON, April 24 – The Federal Communications Commission said the first public hearings in its television network investigation will be held in New York next week.

The Commission was reported issuing subpoenas for witnesses and records for the hearings, to start May 1 in the Federal Court House in down-

(*Continued on page* 4)

Skiatron Will Expand Swiftly, Levey Says

The Skiatron Electronics & Television Corp., owner of the Subscriber-Vision system of pay-as-you-see TV, made a small profit in 1956–despite continued large expenditures for the future on refinements of the system and efforts to obtain authorization for public operation. This was reported

(*Continued on page* 4)

New Bureau of MPIC To Give Festival Data

From THE DAILY Bureau

HOLLYWOOD, April 24–A general need for dependable information on foreign film festivals, so that individuals and concerns invited to participate will have a convenient and reliable source with which to check on the authenticity, standing, re-

(*Continued on page* 5)

Music Hall Sets All-Time Weekly Record at $215,000

An all-time weekly boxoffice record has been set at the Radio City Music Hall here, the world's largest theatre. The gross for the week ending yesterday was a staggering $215,000 which sets a record not only for Easter Week, but for any week, holiday or non-holiday.

The Music Hall is currently featuring Paramount's "Funny Face" plus the traditional Easter stage presentation.

'Urgent' Business Holds Johnston in Rome

From THE DAILY Bureau

LONDON, April 24. – Talks in Rome in which Eric Johnston, Motion Picture Association president, participated in the past few days included, apart from routine matters, the possibility that the proposed European common market embarrassed American film operations over here.

This was revealed by Ralph Hetzel

(*Continued on page* 4)

Set May 9 for Meet Of MPA Ad Committee

The advertising and publicity directors committee of the Motion Picture Association of America will meet on May 9 at the Harvard Club here at 12:30 to discuss the industry business building program and its finan-

(*Continued on page* 5)

New Holiday Business Reports Still Reflect Varied Grosses

Theatre business over the country for the Easter Holiday week has varied sharply from area to area, regional reports received by MOTION PICTURE DAILY have shown, with strong grosses credited to "big" pictures and lesser product registering "indifferently" for the most part.

On the West Coast, for instance, as reported in yesterday's DAILY, business showed strong gains in Los Angeles and San Francisco. On the other hand, exhibitors in Baltimore and Boston reported grosses were not up to their expectations.

Further detailed reports received are as follows:

PHILADELPHIA, April 24.–Theatre business, which was mostly uneventful during Holy Week, had a slight spurt at the first of the week. However, on Easter Sunday, with better weather conditions prevailing, more people were either out motoring or went to nearby Atlantic City for the traditional Boardwalk Easter parade.

For the most part holdovers prevailed, with the only new offerings being "The Spirit of St. Louis" at the Stanley, and "12 Angry Men" at the Stanton. In anticipation of a large

(*Continued on page* 5)

$17,000,000

UA Debentures And Common Offered Today

99 Underwriters Handle Company's First Offering

A total of $17,000,000 of debentures and common stock of United Artists Corp., last of the privately-owned major motion picture companies, is being offered to the public today by a nationwide group of 99 underwriters headed by F. Eberstadt & Co.

The UA public offering consists of $10,000,000 of 6 per cent convertible subordinated debentures, due May 1, 1969, priced at 100 per cent, and 350,000 shares of common stock priced at $20 per share.

Of the common shares, 250,000 are

(*Continued on page* 5)

Call Special MPEA Meet On Italian Agreement

A special meeting of the Motion Picture Export Association has been called for tomorrow morning to discuss renewal of the Italian rental agreement, it was announced yesterday.

ANICA, the distributor's group in Italy, will meet in Rome on April 30, to discuss the agreement. The special MPEA meeting was called for tomorrow so that the Continental managers can be given instructions.

The MPEA will also discuss a wage situation in Chile at the meeting tomorrow.

Merge Para. Branches In Omaha, Des Moines

Special to THE DAILY

OMAHA, April 24.–The branch office of Paramount Pictures here has been merged with the Des Moines exchange, following similar moves by Republic, Metro, RKO and Warner

(*Continued on page* 4)

Tradewise on Page 2

Tradewise, the new department of comment by Onlooker, appears in this issue on page 2.

PERSONAL MENTION

SPYROS P. SKOURAS, president of 20th Century-Fox; Murray Silverstone, president of 20th's Inter-American Corp., and Manny Silverstone, Inter-American vice-president, will leave New York today for Mexico City.

•

Steve Broidy president of Allied Artists, is scheduled to leave here today for Hollywood.

•

Seymour Poe, executive vice-president of IFE Releasing Corp., is due back in New York from the Coast this weekend.

•

Sol C. Siegel, producer, will arrive in New York tomorrow from the Coast.

•

Alfred Katz, public relations consultant for Figaro, Inc., has returned to New York from Rome.

•

Arthur Freed, M-G-M producer, and Vincente Minelli, director, are due in New York on Tuesday from the Coast.

•

Ernest Sands, district manager for Warner Brothers in Chicago, will be married on May 3 to Sandra Epworth in New York.

•

Charles LaFlamme has been elected business manager of Local 304, I.A.T.S.E., and Motion Picture Projectionists, Waterbury, Conn. succeeding Ralph DiPietro.

•

"Emmy" Dickman, of the 20th Century-Fox Buffalo office, who is retiring after 35 years with the company, will be guest of honor at a testimonial dinner to be tendered him on Monday by the Buffalo Variety Club.

Wald Will Have Seven For Fox by Year's End

HOLLYWOOD, April 24 – Jerry Wald, whose company has announced 18 pictures for 20th Century-Fox release, will have seven productions finished or shooting by the end of this year, it was announced today by Buddy Adler, head of production for the film company.

The films are "An Affair to Remember" (completed), "Down Payment," "Peyton Place," "Kiss Them for Me," "The Jean Harlow Story," "The Sound and the Fury" and "Jean Christophe."

TRADEWISE

By ONLOOKER

RECENT observations in this space concerning the drop-off in business during March and April and the part that may have been played in it by product scarcity; in particular, the short supply of blockbusters, struck a responsive chord in many an exhibitor's feelings, judging by the response received. Most said they were absolutely certain that the standard explanations for bad business at this season—Lent and inclement weather—had very little to do with the March-April experience. This was a statement typical of many received in the mail from exhibitors: "We simply did not have and could not get any outstanding pictures such as people expect at this holiday time. In several cities and practically all smaller towns in our area the big pictures playing this Easter season are third, fourth and fifth runs in the situations. For several years this business has desperately needed more product. I think most of our ills are indirectly the result of product shortage. The smaller town theatres are gradually closing up for lack of new pictures. I feel quite certain something is wrong other than the Lenten season insofar as business has gone the past two months."

THE WORD from Washington is that staff members of the Senate Small Business Committee see little chance of favorable Congressional action this session on Theatre Owners of America's proposal that theatres be permitted to make loans to refinance mortgage payments. Their opinion is based on the absence of precedent for the making of such loans, and the fact that it would require new legislation authorizing them. Chances for such legislation at this time are extremely slim. . . . Justice Department officials are finding it rather difficult making themselves look good after advertising for months their investigation of television networks only to come up with more suits involving film companies' "block booking" to video stations, while network forcing of "must buy" and other tie-in program-time arrangements continues unchallenged. "Why did you go after the sardines first and let the sharks go?" a reporter asked a top Justice Department official. "It was easier to get the evidence in the one case than in the other," was the candid reply. "You mean," observed the reporter, "it's easier to catch sardines." "I was going to say that at first," the official answered, "but I decided it was better to put it the other way." . . . The recent speech of anti-trust chief Victor R. Hansen before the Federal Communications Commission Bar Association lunch revealed the Department's apologetic attitude toward the film suits. He not only conceded that they "may not appear to be in the main stream of our investigations of the broadcasting industry," but went on with a lengthy exposition on the importance of preventing block booking sales. At the end of his speech he touched very briefly on the basic television investigation. Privately, Hansen has indicated that the Department proceeded as it did because it has the Paramount case decree backing it up, but insofar as network practices are concerned, Hansen has said, "We have some pioneering to do."

THE "DISCOVERY" by the ACLU the other day that the revised Production Code is stronger than ever hardly comes as news to any interested or observant member of the industry. It was so interpreted by industry leaders at the time, and so intended by those who made the changes. Martin Quigley said of the code revisions in Motion Picture Daily last Dec. 18: "In many instances a new clarity and exactness of language insure a better understanding and an overall document that admits of more precise and thorough application to the day-by-day problems of production." . . . Took the ACLU a mighty long time to (1) understand what the industry was aiming at, and (2) to read the revised code.

Movies Show Decline in Average Family Budget

From THE DAILY Bureau

WASHINGTON, April 24—Motion pictures, which in 1940 accounted for 20 per cent of the average family recreational budget, took only 10 per cent in 1955. This was revealed in a study of "the American family and its fun" made by home economists of the Department of Agriculture, using statistics compiled by the Department of Commerce.

On the other hand the category of "TV, radio, records, and musical instruments" rose from 15 per cent in 1940 to 23 per cent in 1955. This was more than the American family spent on movies at any time, according to the report.

Senate Seen Cutting USIA Budget Even More

WASHINGTON, April 24. – The possibility that the Senate may cut the budget of the United States Information Agency even more than the $37,900,000 slash already voted by the House of Representatives was seen here today. Inquiry among Senators influential on the issue disclosed they have little hope of doing more than imposing some check upon an "economy" movement against the budget.

President Eisenhower's appeals for Senate restoration of the full sum—$144,000,000—are described as hopeless of fulfillment. Informants believe the Administration will be fortunate if the Senate does not send back to the House a bill calling for a reduction of perhaps $50,000,000.

Merchants' Aid Brings Reopening of Theatre

THORP, Wisc., April 24. – Frank Kinhas has reopened his Thorp Theatre here, which he closed in March because of poor business, after securing the aid of local business men.

The reopening is one of six recently in the upper Midwest, others including Joe Carriere's Star, Hallock, Minn.; Faust, New Richland, Minn.; Mrs. Alice Grengs' Border, Sherwood, N. D.; Mayme Navratil's Hollywood, New Effington, S. D.; and the Town, Central City, Ia.

Giuseppe Trotta, 73

Giuseppe Trotta, portrait painter, died at his home in Queens Tuesday at the age of 73. Trotta leaves a brother, Vincent, who was art manager for Famous Players-Lasky and later for Paramount Pictures, and with National Screen Service before starting his own business.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane. Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

AT 7:42 P. M. LAST NIGHT PARAMOUNT'S

"FUNNY FACE"

MADE MOTION PICTURE HISTORY!

At that minute a ticket was purchased at Radio City Music Hall for "Funny Face" which broke the theatre's all-time (25 year) record for a week's gross . . . including all previous holiday weeks. "Funny Face" established this impressive new record in its fourth week.

The more people see "Funny Face," the more people talk about it, the more people want to see it!

ISTAVISION® Technicolor®

Television Today

Who's Where

William B. Lodge, CBS Television vice-president of station relations and engineering, has been appointed the network's new representative on the Television Board of Directors of the National Association of Radio and Television Broadcasters. Lodge succeeds **Merle S. Jones**, president of CBS Television, as the network's representative.

□

Douglas Whitney has joined the executive staff of Screen Gems, Inc., taking over the department recently vacated by **Milton E. Pickman.** He will be in charge of negotiating for, and creating new packages for television programs.

□

Willard Block has been appointed an account executive in the New York office of CBS Television Film Sales. Block joins CBS after two years with the NBC Network Television sales department.

□

Michael Abel has joined Screen Gems, Inc., where he will work with **William Sackheim,** director of program development. Abel begins immediately on the development of several new projects for which he will also prepare treatments and scripts for those he will produce.

CNP Integrates Depts.; Perles Named Director

Integration of advertising-promotion and press at California National Productions to augment the creative personnel and broaden the services of each department has been announced by Robert D. Levitt, CNP president. The merger is a part of CNP's current expansion program.

Levitt has named Arthur Perles as director of promotion, with executive responsibility for both areas. Reporting to the latter under the new arrangement are: Norman Ginsburg, manager of promotion and advertising; Jack Orr, manager of press and publicity, and Warren Steibel, manager of exploitation. Bob Cuniff, television columnist and magazine writer, has joined the CNP group as press representative of the NBC Opera Company for its second annual tour.

DRIVE-INS DEMANDED IT ! ! !
A LIVE-ACTION
and HERE IT IS!
ALL-TALKING
IT HAS EVERYTHING TO INCREASE YOUR CONCESSION SALES
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REFRESHMENT TRAILER
FROM FILMACK OF COURSE
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630 Ninth Ave. NEW YORK CITY

FCC Favors

(Continued from page 1)

applied for in those areas. Under the proposed change, new stations could be authorized without regard to the areas where they are now assigned, providing they met certain minimum separation requirements with respect to existing authorizations and technical demands, and providing existing UHF channels were protected against VHF encroachment. So long as these requirements were met, applications could be filed for new or changed facilities on any channel in any community.

The proposal seemed to be a modification of the so-called Craven plan, proposed by Commissioner Craven. He suggested this approach for all channels, including those now reserved for educational TV. The proposed rule change would exempt from the new system the channels now assigned educational TV; their assignments could be deleted only by specific rule-making.

In explaining its proposal, the Commission majority said the table of assignments has served its purpose of permitting the Commission, after the TV freeze, to process the greatest number of applications in the least time. "Now the situation is different," it said. It argued that the Commission's work load would be lessened and television service spread more rapidly if channels were more freely available.

New Niles' Offices

CHICAGO, April 24 – Fred Niles, head of Fred A. Niles Productions, Inc., who 17 months ago started in a single room office and then expanded into a three-story studio five months later, has announced the completion of six new offices in connection with the Hubbard Street Studio.

Snyder Speaks Today

Ross H. Snyder, manager of special products sales for the Ampex Corp., will speak on image and sound recording on video-tape at the meeting here today of the National Television Film Council at the Hotel Delmonico.

New Meadows Show

HOLLYWOOD, April 24.–A situation comedy series to star Jayne Meadows, wife of Steve Allen, is being developed with a pilot film expected to to be produced shortly for showing to prospective sponsors The series is as yet without a title

GE Renews 'Cheyenne'

General Electric Co. has renewed for 52 weeks sponsorship of the Warner Bros.-produced "Cheyenne" on the ABC Television Network.

NCA Leaders Will Act On Fair Basis: Mann

Special to THE DAILY

MINNEAPOLIS, April 24.–The new management of North Central Allied will embark upon its leadership "with no hard and fast policy but a determination to attend to matters as they arise on a fair basis to both exhibitors and distributors," according to Ted Mann, the organization's new president. He assumed control of NCA at its convention two weeks ago.

The Minneapolis circuit operator said he will call a meeting of top officers and the board of directors in the near future at which there will be a reappraisal of NCA's position and the floor will be open to all for expression of opinion.

Doesn't Believe in 'Idle Threats'

"I can't tell you what my 'policy' will be," Mann said, "because I don't have and can't have a policy until such time as I can study where our organization stands. I can't tell you positively what I will do, but I can tell you that I don't believe in making a lot of idle threats."

Mann took over the NCA presidency from Benjamin N. Berger, Minneapolis independent circuit owner, and NCA president for ten out of the last 11 years. At the time of the convention in Minneapolis April 2 Mann and several other Twin Cities exhibitors had resigned and the organization was threatened with collapse.

Mann was persuaded to withdraw his resignation and then agreed to head a ticket which included Frank Mantzke, booking-buying combine operator, as vice - president; Henry Greene as executive secretary; E. L. Peaslee, treasurer, and with Harold Field, Pioneer Theatres president, in the newly-created post as chairman of the NCA board.

'Urgent' Business

(Continued from page 1)

and Griffith Johnson, MPEA vice-presidents, on their arrival here from Rome. Both counseled, however, that the talks were without significance.

Johnston did not accompany the two here, having been detained in Rome by urgent business. He will leave from there by plane for New York on Friday. All cabinet ministers and other government officials whom Johnston ordinarily sees when here are still on Easter leave. Hetzel will pay conventional calls on the Board of Trade and other government departments before leaving with Johnson on a Scandinavian visit, after which they will attend the Cannes Film Festival and return to New York about May 10.

Merge Para. Branches

(Continued from page 1)

Brothers. Shipping will be handled by Film Transport.

Branch manager M. E. Anderson and salesman Lynn Pitts are remaining as Paramount representatives at the present location.

Skiatron Plans

(Continued from page 1)

to stockholders yesterday at the corporation's annual meeting at the Fifth Avenue Hotel here by Arthur Levey, president.

Net income for 1956 was $4,301 Levey said, which compares with $1,459 for 1955.

In 'Soundest Position,' He Says

Skiatron is in the "soundest position in its history with potentials highly favorable for swift expansion during the company year," Levey told the stockholders. He said his optimism was based upon the company's expanding research and developmen work for the Armed Forces and expansion into the commercial electronics field. He also cited report from Washington that the Federa Communications Commission soon wil make its decision regarding trial operations of subscription TV.

"These reports, as interpreted by leading newspaper and financial writers, indicate strongly that the FCC wil approve trial operations of toll TV– field in which Skiatron has tremendou deferred assets," Levey said.

Research Expanded

The Skiatron president also reportec that during 1956 the corporatio tripled the size of its laboratories Gross income from research and devel opment in 1956 was nearly double th total for this phase of the corporation' business in 1955, he said–$449,178 i 1956 and $225,930 in 1955.

TV-Network Probe

(Continued from page 1)

town New York. Until now, the inves tigation has been carried on privately with testimony and evidence receive on a voluntary basis from the parties However, the Commission said, it ha now become neecssary to get informa tion under subpoena and at publi hearings.

The initial phase of the hearings, th FCC said, will consist of testimon from "certain independent progran producers." The hearings will be con ducted by the FCC chief hearing ex aminer, James D. Cunningham.

Started Last Year

The FCC network study began las year to determine whether the Com mission should have more control ove TV networks and should outlaw som present network practices. The FC hopes to have a report ready for Con gress by the end of June.

AFL-CIO in Stand

(Continued from page 1)

licenses for this purpose would b against the public interest and woul greatly curtail the use of the valuabl medium of television."

The commission has discusse pending toll TV applications at sev eral recent meetings, and reportedl a majority of the commission is dis posed to authorize a public trial c the system.

REVIEW:

The Living Idol

MGM

This somewhat unique production, filmed entirely in Mexico, has some strikingly beautiful, interesting shots in Eastman color of the ancient Mayan temple area at Chichen Itza and of the new University of Mexico at Mexico City. It is strong on history and archaeology but a little weak on story and suspense.

James Robertson-Justice as an archaeologist, and Steve Forrest, as an American journalist, are the only known names, the feminine lead—a vitally important link in the story—being taken by Liliane Montevecchi, a Mexican actress who is charming but inadequate in this role.

Robertson-Justice, an historian and lecturer at the University of Mexico, finds a startlingly well preserved image of Balam, the Mayan jaguar god, at Chichen Itza. He becomes convinced that the evil god still lives and that Miss Montevecchi, his ward, is the reincarnation of a Mayan maiden who centuries ago was sacrificed to the god. The story is well told enough to have certain credibility, but the pace is slow and the motivation confused until the well telegraphed climax which is hand to claw and fang struggle between Forrest and a real live jaguar.

Proper exploitation of the unusual story line could bring fair to good box office results.

Running time, 101 minutes. General classification. Release, not set.

J. D. IVERS

New MPIC Bureau

(*Continued from page 1*)

quirements and other relevant details, will be met by the Motion Picture Industry Council, which will establish a bureau to handle the matter. The move is prompted by the widespread increase in number and kind of festivals set up in recent times.

The MPIC bureau will not conflict with other industry agencies serving a similiar function, and will disseminate information on a purely cooperative basis.

Set May 9 for Meet

(*Continued from page 1*)

cial aspects, an MPAA spokesman said yesterday.

The meeting will precede one of the board of directors of the MPAA during which the industry's coordinating business building group, chairmanned by Spyros P. Skouras, president of 20th Century-Fox, will report.

Theatre Curfew Bill

(*Continued from page 1*)

of Dayton, which would have barred unmarried and unaccompanied patrons under 18 from drive-ins and indoor theatres after midnight.

The bill was opposed by Robert Wile, secretary of the Independent Theatres Owners of Ohio.

Offer UA Debentures Today

(*Continued from page 1*)

being sold for the company's account and the remaining 100,000 shares for the account of the management group, headed by Robert S. Benjamin, chairman of the board, and Arthur B. Krim, president. The present eight-man management team will continue to own majority control of UA's stock after the current sale.

Producers Will Be Backed

The proceeds received by the company from this public sale will be applied to the payment of a part of the company's debt obligations. The remainder will provide additional working capital primarily for production financing to independent producers for pictures scheduled for UA distribution. Of the proceeds of the sale received by the management group, a substantial portion will be applied by them toward the payment of indebtedness incurred in connection with the acquisition of beneficial interests in the company's stock.

The debentures are initially convertible into common stock of the company up to and including May 1, 1961, at $21. They are redeemable at prices ranging from 107 per cent if redeemed prior to May 1, 1961, and thereafter at prices decreasing to the principal amount. They are also redeemable through the sinking fund.

After completion of the company's financing it will have outstanding $12,650,000 of funded debt, 350,000 shares of common stock of $1 par value and 650,000 shares of class B common stock of $1 par value.

In 1956 UA had a gross income of $64,771,784, with net earnings of $3,106,497, the company has reported. The earnings for 1956 equalled $3.84 per share on outstanding common stock.

UA Stock Statement Passed by the SEC

From THE DAILY Bureau

WASHINGTON, April 24. — The Securities and Exchange Commission today let become effective United Artists' registration statement of its proposed debenture and stock sale.

The Commission does not approve a registration statement, but merely indicates that it has not been able to find anything wrong with the statements in it. This, in effect, gives the firm a green light to go ahead with its offering.

Easter Week

(*Continued from page 1*)

play from children the Goldman booked "Cinderella" and the Mastbaum brought in a rock 'n' roll show to relight its stage for the first time in years. However, the latter cancelled its performances on Easter Sunday when the mayor complained that such a show was hardly in keeping with the spirit of the holiday.

Columbus First Runs Show Business Gain

Special to THE DAILY

COLUMBUS, O., April 24 — A noticeable upturn in business at Columbus first runs was registered over the Easter weekend, despite weather which was ideal for Easter parading.

"Cinderella" at RKO Palace drew large crowds, composed chiefly of youngsters. "The Ten Commandments," in a seventh week at Loew's Broad, had its best Sunday in a month and "Designing Woman" gave Loew's Ohio a big Easter day. Latter film is holding for a second week and "The Ten Commandments" is set for an eighth week.

RKO Grand recorded fair to good business with "The Tattered Dress" and "Spoilers of the Forest."

'Cinderella' Record

Walt Disney's "Cinderella," in playing re-release engagements in 450 key situations across the nation, will surpass $500,000 in billings during the Easter holiday week, according to Irving H. Ludwig, domestic sales manager of Buena Vista.

PEOPLE

Dr. Leon J. Warshaw, medical director of Paramount Pictures, United Artists and American Broadcasting-Paramount Theatres, yesterday was inducted as a fellow of the Industrial Medical Association at the annual meeting of the IMA in St. Louis.

☐

Paul Hudgins, a veteran of 30 years service with Interstate Theatres, Texas, has been named city manager for the circuit in Tyler. He succeeds **C. W. Moss**, who has moved to the Arlington Theatre, Arlington. **Tillman Bond**, who joined Interstate 23 years ago as a doorman, has been named city manager in Temple.

☐

Joseph Leahy, president of RKO Unique Records, a division of RKO Teleradio Pictures, has resigned that post, effective May 1, to engage in independent production of record masters.

☐

Robert Boehnel, publicist, has been named by **Meyer Hutner**, Warner Brothers national publicity manager, to head a special promotion unit for "A Face in the Crowd," **Elia Kazan's** production for WB release.

SEE ATOMIC SCIENCE BATTLE SPACE MONSTER!
Not since King Kong has the screen seen anything like it!
20 MILLION MILES TO EARTH
from COLUMBIA of course!

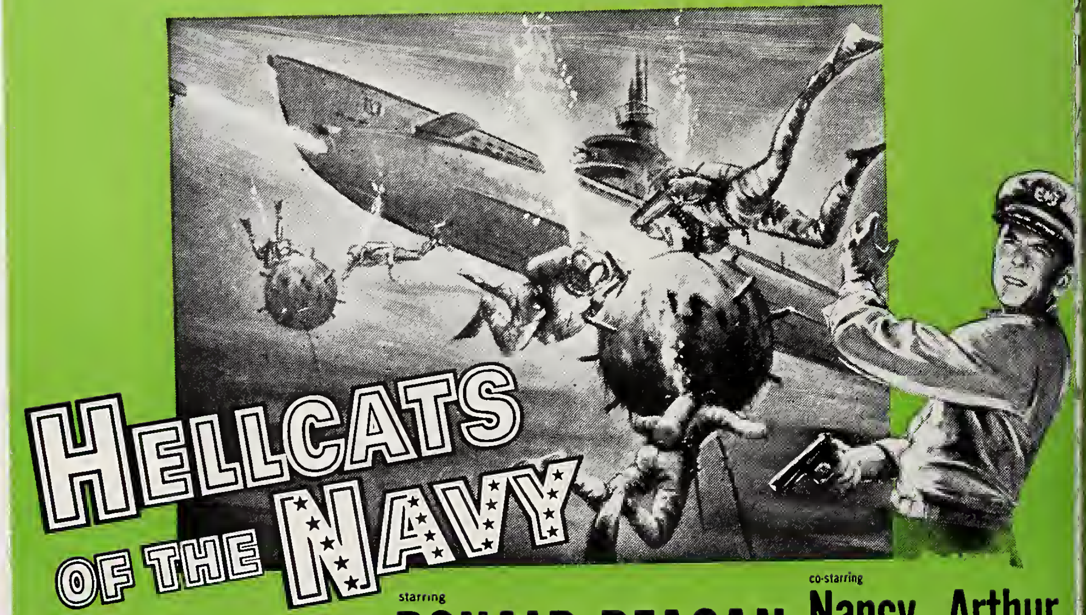
"HELLCATS"

IS DOING FLAGSHIP BUSINESS... FROM OCEAN TO OCEAN!

WAVE AFTER WAVE OF TOP GROSSES!

Check the **GARDE,** New London; **SPRECKLES,** San Diego; **NEWPORT** and **COLLEY,** Norfolk; **VENDOME,** Nashville; **COMMODORE,** Portsmouth; **LOEW'S ROCHESTER,** Rochester; **LOEW'S STATE,** Syracuse; **LOEW'S OHIO,** Columbus; **LOEW'S PALACE,** New Haven.

Full U.S. Navy Co-operation in Every Situation!



starring

RONALD REAGAN

co-starring

Nancy DAVIS · Arthur FRANZ

Screen Play by DAVID LANG and RAYMOND MARCUS · Screen Story by DAVID LANG
Based on a book by CHARLES A. LOCKWOOD, Vice-Admiral, USN, Ret., and HANS CHRISTIAN ADAMSON, Col., USAF, Ret.
Produced by CHARLES H. SCHNEER · Directed by NATHAN JURAN · A MORNINGSIDE PRODUCTION

GOOD NEWS FROM Columbia

The great day has finally come! "P.J." Day! At last the cameras are rolling on "Pal Joey," the Technicolor entertainment with the fabulous box-office cast: Rita Hayworth, Frank Sinatra and Kim Novak!

★ ★ ★ ★ ★

Talking of big ones, they've just finished shooting in Ceylon on "The Bridge on the River Kwai," starring William Holden, Alec Guinness and Jack Hawkins. Producer Sam Spiegel has rushed the rough cut to London for editing.

★ ★ ★ ★ ★

Lots of noise has been heard around the industry concerning "The Silent World," since the fabulous feature won the Academy Award. Now it's making a big splash with top-theatre bookings throughout the nation.

★ ★ ★ ★ ★

Walter Winchell has told millions of readers that " 'The Strange One' is a superb one!" Critics and public alike agree!

★ ★ ★ ★ ★

Strong public reaction to the "Abandon Ship" controversy stunt being pulled at New York's Paramount Theatre! Upon exiting, patrons are given ballots and asked to vote on Tyrone Power's guilt or innocence. Results are chalked up on a blackboard outside the theatre. Stunt is attracting wide-spread newspaper and wire service coverage!

JOIN THE NAVY...
IN THE NATIONWIDE "HELLCATS" PROMOTION *from Columbia!*

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 81, NO. 81 NEW YORK, U.S.A., FRIDAY, APRIL 26, 1957 TEN CENTS

Optimistic

Easter Week Average Beats Last Year

Grosses on Broadway are Up; Out of Town Good

Business in the first-run theatres here for Easter Week has been generally better than last year, even though not all theatres reported outstanding business.

As reported yesterday, the Radio City Music Hall had an all-time record week, holiday or non-holiday, with Paramount's "Funny Face" and the traditional Easter stage show grossing $214,777. The Roxy, although not setting a record for the week, did have the largest Easter Sunday gross in its history with

(*Continued on page* 3)

RCA Pushes Color in Milwaukee Campaign

Special to THE DAILY

MILWAUKEE, April 25. – Details of Milwaukee's "Carnival of Color," a 40-day promotional campaign designed to sell color television to citizens of this city, were outlined here tonight by Martin F. Bennett, vice-president in charge of merchandising for the Radio Corporation of America.

Speaking before the Milwaukee Ad-

(*Continued on page* 4)

Golden Reel Awards Go to 16mm Winners

Over 300 judges screened half-a-million feet of 16mm film in selecting the Golden Reels of 1957 at the Fourth Annual American Film Assembly held this week at the Statler Hotel. The awards were made at the annual

(*Continued on page* 5)

Television Today Page 4

UA Underwriters Announce Over-Subscription And Books Closed on Offering of Securities

F. Eberstadt & Co., managing underwriter of a group of 99 underwriters across the country, announced yesterday that the offering of $10,000,000 of six per cent converted subordinated debentures and 350,000 shares of common stock of United Artists Corp., priced at $20 per share, has been over-subscribed and the books closed, according to the Dow Jones ticker.

The UA offering of debentures and common stock was offered to the public late Wednesday and seeks to raise $17,000,000 so that it could be applied to the payment of a part of the company's debt obligations and to provide additional working capital for production financing.

FCC Calls 7 TV Producers

From THE DAILY Bureau

WASHINGTON, April 25. – Seven television program producers have been subpoenaed by the Federal Communications Commission to testify at the Commission's televison network hearings which start in the Federal Court House in New York City on May 1, it was announced.

The FCC, in its study of network broadcasting, will try to determine during the hearings whether present network practices hinder or promote

(*Continued on page* 3)

Richard Einfeld Enters Production, with 3 Set

From THE DAILY Bureau

HOLLYWOOD, April 25–Richard Einfeld, son of Charles Einfeld, vice-president of 20th Century-Fox, today announced the formation of Whitaker Productions, in association with Merrill White, to produce theatrical

(*Continued on page* 2)

'Reach for Sky' Premiere Scheduled for Monday

Representatives from the diplomatic corps, members of the film industry, theatre and television celebrities, publishers, civic, social and business leaders will attend the special invitational premiere of J. Arthur Rank's "Reach for the Sky" next Monday night at the Sutton Theatre here, it was announced by Rank Film Distributors of America, Inc.

The film is the first presentation by the new company in New York and it won the British Academy Award as the

(*Continued on page* 2)

MPEA Committee Scans Allocations for Japan

The allocation formula committee of the Motion Picture Export Association met here yesterday to work on the division of import licenses awarded to member companies under the new agreement with Japan.

The committee has been meeting for the past few weeks to assemble 1956 billings figures on which the

(*Continued on page* 2)

Catholic Legion Of Decency Reviews 2,295 Films in 6 Years, Condemns 12

The Catholic Legion of Decency, in the past six years, has reviewed 2,295 domestic-made motion pictures and condemned only a dozen—mostly independent productions, according to John E. Fitzgerald, writing on the activities of the Legion in "Our Sunday Visitor," a Catholic publication.

Fitzgerald, pointing out that statistics do not take into account the degree and amount of objectionability in any one film, said that the record speaks well for both the Legion and the industry.

"Of 2,295 domestic-produced films reviewed in the past six years, only a dozen were condemned. Through personal responsibility of producers, adherence to the Production Code and cooperation with the Legion, morally-objectionable-in-part (B) films were kept to approximately 21 per cent. The

(*Continued on page* 3)

'Giving Consideration'

Bell System May Help with Cable Theatre

Southwestern Bell Offers 'Services' in Bartlesville

By LESTER DINOFF

The Bell System subsidiary operating companies of American Telephone & Telegraph Co. are actively considering entry into all future operations of cable theatre subscription television, according to an AT & T representative here.

The initial entry into the cable theatre plan is being made by Southwestern Bell which has offered to provide the service and transmission for the late summer test proposed in Bartlesville, Okla., he said.

"The main interest of the operating companies in the Bell System has thus far been in providing channels and cables for closed circuit television," the AT & T spokesman stated. "However, with Southwestern Bell

(*Continued on page* 5)

See Trans-Lux Earnings Up

Earnings for Trans-Lux Corp. and its subsidiaries during the first quarter of 1957 are ahead of figures reported for the comparable period last year, Percival E. Furber, chairman of the board and president, told Trans-Lux stockholders here yesterday.

At the same time, Richard Brandt,

(*Continued on page* 2)

RKO Shifts Managers In Latin America

Walter Branson, RKO's vice-president in charge of world-wide distribution, has announced personnel and territorial changes in the company's operations abroad following the recent trip by Sidney Kramer, foreign sales manager.

Ramon Fernandez, who previously

(*Continued on page* 5)

PERSONAL MENTION

JAMES R. VELDE, United Artists general sales manager, will return to New York on Monday from Florida.

•

SIDNEY G. DENEAU, Paramount Western sales manager, will return here on Monday from Detroit.

•

CHARLES EINFELD, 20th Century-Fox vice-president, became a grandfather for the third time yesterday when a daughter was born to **MRS. RICHARD EINFELD** at Good Samaritan Hospital, Los Angeles.

•

EDWARD L. KINGSLEY, head of Columbia Pictures' foreign films division, will leave here by plane with **MRS. KINGSLEY** today for Nice, France.

•

MARGARET ETTINGER, publicist, will leave Hollywood by plane on Sunday for New York.

•

DR. CHARLES R. DAILY, Paramount sound engineer, is in Philadelphia today from New York.

•

IRVING AARONSON, musical supervisor for M-G-M's "Seven Hills of Rome," and **GEORGE STOLL**, musical director, will leave New York by plane on Monday for Italy.

•

ANN BAXTER will leave here tomorrow for London via B.O.A.C.

•

TEX RITTER will return to New York today from London via B.O.A.C.

RKO Dual Bill is Booked for New England

RKO's combination of "Sea Devils" and "Flying Leathernecks," being released by independent distribution organizations, will be playing in 354 theatres throughout the New England area during the month of May, it was announced yesterday (24) by Budd Rogers, who is supervising the operation in conjunction with RKO sales executives.

The two features are part of a group of productions not included in the deal made by RKO with Universal-International for the domestic distribution of its product.

Yorke Signs Longstreet

HOLLYWOOD, April 25 – Emerson Yorke, executive producer for Laguna Productions, Inc., has signed Stephen Longstreet to write treatment and screenplay for "The Cardinal's Secret," which Yorke recently acquired from Lewislor Enterprises.

See Trans-Lux Earnings Up

(*Continued from page* 1)

vice-president and head of the theatre subsidiary, stated that the company's successful handling of "La Strada," which he said has grossed $300,000 in 55 engagements thus far, has "opened up new vistas for 'art' type film presentation in major circuits never having played this type of product before."

Brandt reported to the stockholders that 150 prints have been ordered for the English version of the Italian-made "La Strada" which goes into national release now. He also said that Trans Lux will release four other foreign imports between June and the end of the year and that the company has agreements for a total of 11 films at present. Television rights are included in all agreements, he said.

Furber, who presided over the annual meeting, told stockholders that all Trans-Lux operations were running well now with the exception of the television company "which is running slightly in the red." He said that the projection company is prospering, the theatre corporation's first-run houses are ahead of last year, and that the picture company is "coming along."

Stockholders of Trans-Lux re-elected Furber, Chester Bland, Harry Brandt, Richard Brandt, Jay Emanuel, Aquila Giles, Edison Rice, Jacob Starr, Ralph Weiner and Milton C. Weisman as directors. No substitute director was proposed for the late Robert Daine.

The Trans-Lux holders also elected Bacon, Taylor & Beairsto as independent auditors, and approved an amendment to the by-laws of the corporation to allow an increase in directors fee from $20 per meeting to $100.

Heston Sues on Loss Of Role in 'Rangers'

HOLLYWOOD, April 25.—Charlton Heston has charged Warner Bros. with breach of contract in a $250,000 damage suit filed in Los Angeles Superior Court over his asserted loss of the lead role in their forthcoming film, "Darby's Rangers." The complaint alleges that a verbal agreement was reached March 12 and he was notified April 19 that another actor had been engaged. A spokesman for the studio said Heston had "walked out" of the film and added the actor had delayed in signing the contract. Because the picture was ready to go before the cameras, the studio felt it could not wait longer for him to endorse the contract, the spokesman said.

ATONJ Group Named

The membership of Allied Theatre Owners of New Jersey has appointed president Sidney Stern, Irving Dollinger and Wilbur Snaper as the unit's delegates to the board of directors meeting of Allied States Association which will take place May 7-9, at the Whittier Hotel, Detroit. The delegates will report back in mid-May on board activities and resolutions.

Solow Coming East

HOLLYWOOD, April 25 – Sid Solow, vice-president and general manager of Consolidated Film Industries, will leave here by plane tomorrow for the East. Accompanied by Ted Fogelman, Solow will confer with the company's New York personnel and with Eastman Kodak executives in Rochester, before returning to Hollywood.

Theatres Pledge to Show New York Fund Trailer

Metropolitan Theatre Owners Association, the ITOA, the Loew circuit here and 25 Skouras houses have offered cooperation in the Greater New York Fund 1957 drive for funds, the organization said yesterday. Wednesday news and trade men and television station directors saw the Fund's 15 minute film, "What Kind of Day Has It Been?" The theatres will play a two minute trailer, and local stations the longer film.

Plan 'Butterfly' Bow

Jeff Livingston, Universal Pictures Company eastern advertising manager, will be in Newport News, Virginia, today for weekend conferences with Wilby-Kincey executives and civic officials of Newport News and nearby Warwick and Hampton, Virginia, on the world premiere plans for "Joe Butterfly" at the Paramount Theatre in Newport News on Thursday, June 6. The premiere will be in conjunction with civic activities as part of the International Naval Review and the Jamestown Festival.

FPC Elects Richardson

TORONTO, April 25 – James H. Richardson, treasurer of Paramount Pictures, was elected a director of Famous Players Canadian Corp. Ltd. at the company's annual meeting here Tuesday. He replaced R. G. Geering on the board. All other directors were reelected. A total of 35 stockholders attended the meeting while Richardson represented Paramount Pictures, which owns the majority of the stock.

MPEA Group

(*Continued from page* 1)

division of the 101 Japanese import licenses is based. The MPEA must report on the allocations to the Japanese Ministry of Finance by not later than April 30. Otherwise, the Japanese government will divide the 101 licenses for the 1957-58 fiscal year.

The global license formula which the committee is using for the license division provides that 36 per cent of the import permits be allocated on an equal basis to the 10 member companies; that 32 per cent be allocated on the basis of company billings in Japan, and that the remaining 32 per cent be predicated on domestic business of each company in six other territories. They are United Kingdom, West Germany, Cuba, Sweden, the Philippines, and Italy.

'Reach for the Sky'

(*Continued from page* 1)

best film of the year. It stars Kenneth More as Douglas Bader, the legless hero of World War II.

Co-hosts of the premiere will be acting British Consul General, Kathleen M. Graham, M.B.E., and Kenneth N. Hargreaves, president of Rank Film Distributors.

Richard Einfeld

(*Continued from page* 1)

features, starting with three to be filmed this year.

Einfeld has been executive assistant to independent producer Edward L. Alperson for the past three years.

Whitaker Productions will negotiate for a Fox release.

CIP Breakfast May 5

Federal Communications Commissioner John C. Doerfer will be principal speaker at the 13th annual Communion Breakfast of the Catholic Institute of the Press May 5 at the Hotel Plaza here. He will share the speakers' platform with Jim Bishop, newspaperman and author, who is slated to receive the annual CIP Award as "the individual who has most exemplified Catholic ideals in the communications field."

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
AUDREY HEPBURN • FRED ASTAIRE
in
"FUNNY FACE"
co-starring KAY THOMPSON
A Paramount Picture
and THE MUSIC HALL'S GREAT EASTER STAGE SHOW

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

PEOPLE

Cecil B. DeMille on Monday will be in Washington on the first leg of a two-week trip during which he will be honored by four organizations: United States Chamber of Commerce, in Washington; the Maryland State Council of the American Jewish Congress, in Baltimore; the Massachusetts Committee of Catholics, Protestants and Jews, in Boston, and the Grand Lodge, Free and Accepted Masons, State of New York. The latter presentation will be made at the Sheraton-Astor Hotel here on May 7.

□

Paul P. Levin, formerly of Walter & Samuels, real estate brokers, has joined American Broadcasting-Paramount Theatres. He will serve in the real estate department as assistant to **Sidney M. Markley,** AB-PT vice-president.

□

Harry **M. Lachman,** painter and former 20th Century-Fox director, will be the subject of a press conference today at Hammer galleries here. The meeting has been called by **Mrs. Edward G. Robinson.**

□

Jac Willen has been named to handle the motion picture and exploitation departments of Walter E. Kline and Associates.

□

Guy **Roberge,** member of the Restrictive Trade Practices Commission, has been named chairman of the National Film Board of Canada, succeeding **Dr. A. W. Trueman.**

□

Walter Tremor, manager of Florida Theatres, has been elected to the board of directors of the Advertising and Sales Executives Club of St. Petersburg.

'Oklahoma' in Toronto Beats Opening Week

TORONTO, April 25 – The last week of the first year of the "Oklahoma" run at the Tivoli theatre here was better than the first week, it was reported. The film opened its second year Wednesday. The top price of the reserved seat policy at the opening was $2.25 and is now cut to $2.

Since the film has opened it has not gone below the break-even figure. The receipts of the first matinee of the second year were donated by the theatre to the Canadian Cancer Society which is now in its annual fund-raising drive.

'Bell' to Normandie

Paramount's "For Whom the Bell Tolls" will return to New York in mid-May for an extended re-release run at the Trans-Lux Normandie Theatre.

Easter Week Average Above Last Year

(*Continued from page* 1)

$140,000 expected for the week with "Boy on a Dolphin" on screen and Louis Armstrong on stage.

The two theatres with reserved seat policies, the Criterion and Rivoli, also reported an excellent week. The Criterion, with 20 shows of "The Ten Commandments," anticipates $74,500-$75,000, while the Rivoli, with "Around the World in 80 Days," expects capacity business.

Other houses reporting better-than-average business are the Victoria with "The Bachelor Party" and the Astor with "The Strange One." The Guild expects $9,000 with "The Young Stranger" and the Paramount $31,000 with "Abandon Ship." "The Buster Keaton Story" at the Mayfair and "Tarzan and the Lost Safari" at the Globe both had average weeks with $15,500 and $14,000 respectively, while the Plaza, with the long-run "Lust for Life," reports $9,000-$10,000 for the week.

Good in Denver

DENVER, April 25—The combination of the spring school vacation and the Easter period provided a good week for the local first-runs, with five holding their films. "The Ten Commandments" did better in its 10th week than in its ninth at the Denham, while "Boy on a Dolphin" did a strong $21,000 at the Centre and "The Spirit of St. Louis" did well with $22,500 at the Denver.

Dallas Has Better Than Average

DALLAS, April 25—The holiday, school vacations and exceptionally good pictures all were responsible for the much better-than-average business this past weekend here. "Funny Face" was capacity at the Esquire. "The Ten Commandments," starting its 11th week at the Palace, took an upturn over the weekend after dropping off.

Capacity in Portland

PORTLAND, April 25—The downtown theatres, with a wonderful menu of features, had almost capacity crowds for the week. "Around the World in 80 Days" was the top grosser at the Broadway while "The Ten Commandments" again picked up. "The Spirit of St. Louis" opened strong at the Fox as did "Funny Face" at the Liberty.

FCC Calls 7

(*Continued from page* 1)

free competition in the TV and radio industry.

Subpoenaed to testify are Ralph M. Cohn, vice-president and general manager of Screen Gems, Inc.; John L. Sinn, president of Ziv Television Programs, Inc.; Harold L. Hackett, president of Official Films, Inc.; Michael M. Sillerman, executive vice-president of Television Programs of America, Inc.; Harry Fleischman, president of Entertainment Productions, Inc., a subsidiary of Music Corp. of America, and MCA-TV, Ltd., also reportedly a Music Corporation of America subsidiary.

First Public Sessions

The hearings starting on May 1 will be the first which the public will be able to attend. Until now, the investigation has been carried on privately, with testimony and evidence received on a voluntary basis from the parties.

The hearings will be conducted by FCC chief hearing evaminer, James D. Cunningham. The study began last year and the FCC hopes to have a report ready for Congress by the end of June.

Mark Goldman Dies

CLEVELAND, April 25. – Funeral services will be held at 11 A.M. tomorrow at Temple Memorial Home for Mark Goldman, veteran distribution executive, who died late Tuesday at his Shaker Heights residence. Goldman had been with Gaumont British and Monogram as Pittsburgh branch manager, with Universal in Detroit, and was IFE district sales manager in Cleveland for several years until he became ill last December.

WGA Council to Meet

HOLLYWOOD, April 25—The National Council of the Writers Guild of America will meet here over the weekand of May 4, with chairman F. Hugh Herbert presiding.

'St. Louis' Drive Aims At Flight's Anniversary

One of the most sustained and extensive promotion campaigns in the history of the company is now reaching its climax with the world-wide release of Warner Bros. "The Spirit of St. Louis." The campaign, which has included wide newspaper breaks, television and radio coverage, newspaper and other contests, and personal appearance tours, began more than three years ago with the purchase of Charles A. Lindbergh's Pulitzer Prize book.

Following the world premiere at the Radio City Music Hall here and the national release at Easter, the campaign is now pointed at the picture's subsequent run engagements and the 30th anniversary of Lindbergh's trans-Atlantic flight May 21.

Stewardess Contest a Feature

Among the highlights of the effective campaign was the March of Dimes benefit performance at the Music Hall which resulted in news and picture breaks locally and across the country. The youngsters were reached through a coloring contest handled locally by the "Daily Mirror." The feminine angle was thoroughly exploited with the recently concluded international "Miss Spirit of St. Louis" Award. More than 1,000 airline stewardesses from airlines all over the world participated, with pictures and story breaks on each of them appearing in the various cities they represented. The winner, Jo Ann Annette Borseth, and four runners-up engaged in television and radio interviews plugging the film.

Hunter Visited 14 Cities

In addition, Tab Hunter, Warner contract star, acted as spokesman for the Leland Hayward-Billy Wilder production, in which he does not appear, on a tour that covered 14 selected cities. The teenage filmgoers were reached thoroughly with this promotion. He also made a series of network television appearances that reached millions more in this age group that couldn't be contacted on his tour.

Another promotion that attracted nationwide attention was the Spirit of S. Louis monoplane replica which flew across the country to Roosevelt Field, Long Island shopping center where it was exhibited as the center of a series of events, all of which brought attention to the film's world premiere engagement. The replica also was sent on tour across the country for similar exhibition in advance of the picture's national release. Two more nationwide tours involved James Stewart, star of the film, and Harlan Gurney, technical advisor and a senior pilot with United Airlines.

Overseas Premieres Next

Next on the extensive agenda are special overseas premieres, each highlighted by a series of special events.

The film industry premiere of the picture before a distinguished celebrity audience at the Egyptian Theatre in Hollywood was seen and heard by more than 400,000,000 people around the world through the greatest lineup of television and radio facilities ever arranged for such an occasion.

Legion Record

(*Continued from page* 1)

remaining 79 per cent of the films were morally unobjectionable," the Catholic publication reported.

Production Code Praised

The Legion feels that the Production Code Administration does a great service in helping producers to avoid offending potential patrons since its influence is directed solely at the source, Fitzgerald writes. "The Legion . . . resents rumors that the Legion vs. Code friction was due to the Code being administered by a non-Catholic," Fitzgerald maintains in his article. "There are no disputes between the two from a difference of basic moral standards, but usually from a difference of interpretation," Fitzgerald states.

Television Today

RCA Campaign in Milwaukee

(*Continued from page* 1)

vertising Club, Bennett said that the first week of the campaign has already demonstrated "rapidly mounting public interest" and that dealers were reporting a marked increase in inquiries about and resultant sales of color receivers. The campaign is a combined undertaking by RCA, NBC and the Taylor Electric Company of Milwaukec, authorized RCA distributor.

The Milwaukee area, he reported, will be saturated with 210 hours of color TV programming during the month of May, "more than has ever been broadcast anywhere in a single month." Bennett cited four reasons why the time is now ripe for a big public swing to color: color programming; sets which are easy to tune and "are priced for the canned soup as well as the caviar trade"; an increase in the number of dealers now handling color sets—60 per cent now carry color sets as opposed to 30 per cent a year ago; and, interest by the advertisers who see the merchandising potential of color TV.

The Milwaukee campaign, said Bennet, is not based on any gimmicks. Rather, he added, it has one simple objective— to expose as many people as possible to a view of color TV, and preferably by means of home demonstrations.

Claims Video-tape Cuts Costs for Operators

"Video-tape – images on tape—cost $8 to $9 per hour and at 100 hours would cost about $4 per hour, Ross Snyder, Ampex sales engineer, told the National Television Film Council yesterday at luncheon in the Delmonico. This is in contrast to "hot film"—immediately processed pictures – which, he alleged, cost $117 to $120 per hour for an automatic establishment not including approximately five operators.

Questioning by advertising agency account executives and television film producers elicited that the Ampex machine in its console and two "racks" for $45,000 provided mechanical editability, but that visual observation would require, at extra cost, all the accoutrements of a closed television circuit.

Sees Only Single Defect

Mr. Snyder, special products salesmanager at Ampex, described the mechanism, said it is in constant use on the Coast, is durable and reliable and its only defect so far are "dropout" of oxide particles, almost unnoticed by the viewer; that its image gives the nuance of the "live" show; that its advantage so far is in multiple and immediate re-run plus editing; and that Ampex is not now putting effort into color, and would not "run any tricky press demonstration."

WGR in Merger

BUFFALO, April 25.—Stockholders of the Transcontinental Television Corp. of Buffalo and of the WGR Corp. have approved the merging of WGR into Transcontinent.

Transcontinent now will seek the permission of the Federal Communication Commission to take over the WGR radio and television stations. Transcontinent now operates television stations in Rochester and Harrisonburg, Va.

Survey Claims 65% Like Present TV Commercials

HOLLYWOOD, April 25.—The National Audience Board's second report on a survey conducted in Colorado show that 65 per cent of television audiences are satisfied with present length commercials, with the remainder maintaining that they "are far overdone." The NAB disclosed that the Federal Trade Commission's Bureau of Investigation in Washington has accepted its offer to refer commercials to that body for use in its study of false advertising.

Named Talent Director

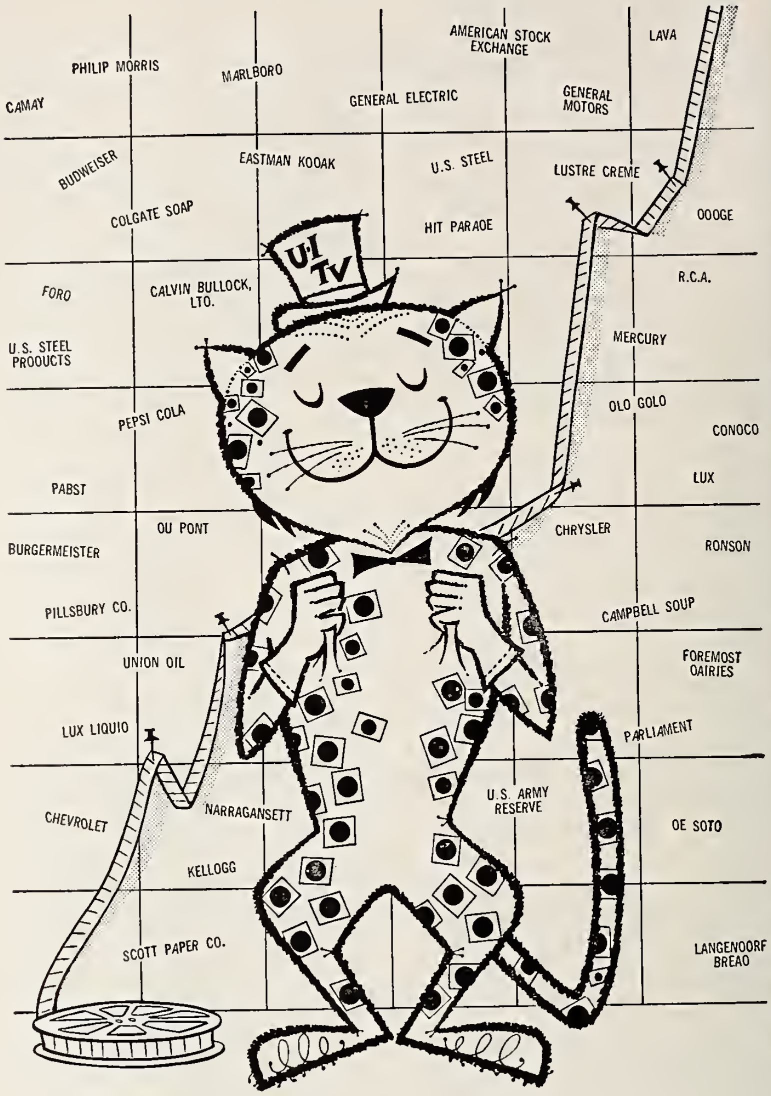
E. Charles Straus, assistant to the director of business affairs for CBS Television, Hollywood, has been appointed to the newly created post of director of talent and casting, CBS-TV, Hollywood, Alfred J. Scalpone, vice-president in charge of network programs, has announced. Prior to joining CBS, Straus was associated with Filmcraft Productions, the William Morris Agency and Allied Artists Pictures Corporation.

WGN Buys Equipment

CHICAGO, April 22—A new 50,000-watt transmitter and supplementary equipment for WGN has been purchased for installation at the station's transmitter site in Roselle, Ill. The equipment, acquired from the RCA Manufacturing Co., was on display at the RCA exhibit during the recent NARTB convention.

Joins Goodson-Todman

Matthew Rapf, television producer, has signed a five-year contract with Goodson-Todman Productions and will produce "The Quill and the Gun," a film series written by Walter B. Newman. No production starting date has been announced. Rapf's production credits include "The Loretta Young Show" on television and several films at M-G-M.



Our record is spotty...

and we're proud of it!

Sure we're proud! For over 10 years, clients have been telling us we make the best TV commercials in the whole wide world...*they say there's no substitute for experience!*

We take our pride in stride. After all, we do have the facilities of an entire movie-making city behind us—plus a complete staff that's skilled in the *very special* requirements of television.

For high professional quality, for technical excellence and the most on the screen for your dollar, check with Universal-International.

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George Bole in Charge of Production
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U·I TV
FOR THE PROFESSIONAL TOUCH

National Pre-Selling

AN on-the-spot location story with the production companies of "Heaven Knows, Mr. Allison" and "Island in the Sun" will appear in the April 28 issue of "American Weekly." "Mr. Allison" was made on the island of Tobago and "Island in the Sun" on Granada and the Barbados. These islands are part of the British West Indies.

Eleanor Harris was sent there to get a first hand story on how Hollywood stars react to actually living in the tropics. She writes about the film stars, Deborah Kerr, Robert Mitchum, Harry Belafonte, James Mason, Dorothy Dandridge and Joan Collins. Candid camera photos of the stars illustrate the story which opens on a two-page spread.

•

"Island in the Sun" is mentioned prominently in the Harry Belafonte story which appears in the April 20 issue of "The Saturday Evening Post."

•

"Sidney Lumet has invaded movies from television and smashed the rules," reports "Life" in the April 22 issue. "With Henry Fonda as producer and star, he has made a movie, '12 Angry Men,' that hardly moves. In fact, Lumet has done everything usually wrong—and come up with a movie being released by U.A. that is wonderfully right. Building suspense through conflicts and tensions in his '12,' he tells an exciting story of a jury battling to a verdict in a murder case."

•

Paramount, aware of the pre-selling value of a review written by 19-year-old Dorothy Rupeian for the January issue of "Seventeen," used the review as the basis for full-page ads that will appear in the May issues of "Seventeen" and 14 fan magazines.

•

Louis Berg found Carolyn Jones, star of "The Bachelor Party," to be a very interesting subject for his "Movie Department" in the April 21 issue of "This Week."

Carolyn owns a parrot called "Meyer," named after an ex-agent who used to scream at her, and until recently, a monkey named "Mervyn," who also used to scream. Miss Jones would scream back, being that kind of a girl. When the studio asked her if she minded her hair dyed black, she answered: "For this role you can have my hair and my head too."

•

Susan Harrison, co-star with Burt Lancaster in "The Sweet Smell of Success," makes her debut in the national magazine slick paper field, appearing in the May issue of "Esquire." Dressed in the "Esquire" manner, she appears on four pages depicting the four seasons of the year. The motion picture department of the magazine says, "She is tall, she is lithe, she is enticing."

WALTER HAAS

FEATURE REVIEWS

Garment Jungle

Columbia

New York's garment industry, as it is depicted in this Columbia picture, is indeed aptly described as a "jungle" in which union organizers and hoodlums hired by manufacturers opposed to the closed shop battle ferociously for control. The tactics of the hoodlums, according to this account, include everything from brutal beatings to murder, and thus supply the opportunity for plenty of action on the screen. Under Vincent Sherman's direction the film moves at a fast pace in the violent episodes and has a slick look about it the rest of the time.

Neither the characters nor the twists of the plot have much in the way of freshness or originality in the script of Harry Kleiner, who also produced. However, a competent cast, led by Lee J. Cobb, Richard Boone, Valerie French and Robert Loggia, aided by two newcomers, Kerwin Mathews and Gia Scala, goes about the business with energy to spare.

Cobb plays a dress manufacturer who has hired Boone, a murderous thug, to prevent the union from organizing his company. Cobb has an idealistic young son, played by Kerwin, who resents this, and that starts one series of debates. In another story strand Loggia as the dedicated union man determined to organize Cobb's plant, argues with his young wife, Miss Scala, over the risks to his life he is forced to take.

So it goes through this energetic picture – fights, physical and verbal; murders, by elevator shaft and knifing —until both Cobb and Loggia are dead, Boone is turned over to the police, and the way paved for Miss Scala to wed Mathews.

Running time, 88 minutes. Adult classification. Release, in June.

RICHARD GERTNER

Bailout at 43,000

Pine-Thomas-Shane—UA

A fair little thriller about parachute testing for jet bombers has been fashioned by writer Paul Monash out of familiar ingredients. The stern but sympathetic commander, the officer whom he loves like a son, the unsuccessful first test, the fears of the hero and his ability to overcome them —all of these and several other standard plot maneuvers are present.

John Payne is one of three men who have volunteered for the dangerous chore of bailing out at 43,000 feet, or approximately six miles in a downward ejection seat. Paul Kelly, the commander, whom he worked with during the war, chooses another, Eddie Firestone, to make the first test. Payne is annoyed at what he thinks is a lack of confidence in him but he is also relieved because of fear.

Although apparently every precaution has been taken, Firestone's parachute opens too soon and the result is a broken back. The cause of the mishap is discovered and a second test, again without Payne, is scheduled. This time the guinea pig, Adam Kennedy, becomes suddenly ill and Payne must go through with it. The result, of course, is a successful jump and the loss of Payne's fears.

The acting of the cast is competent. Payne is his usual self and Karen Steele and Richard Eyer as his wife and boy portray typical domesticity. Constance Ford is wasted as the wife of the dead bombardier and Firestone and Kennedy are quite good as the other volunteers. William Thomas and Howard B. Pine produced and Francis D. Lyon directed this slight excursion into the blue.

Running time, 78 minutes. For May release. General classification.

JAY REMER

Bell System

(Continued from page 1)

leading the way, it is possible that once the results from the Bartlesville's test is made known, other autonomous Bell companies will enter the field," he said.

The AT & T representatives said that Southwestern Bell is working with and closely watching the activities of Jerrold Electronics and General Precision Equipment Corp., the companies which are jointly installing equipment and wires necessary for the cable theatre test which will be conducted in the three theatres owned by Henry Griffing.

"We are actively watching Bartlesville," he said, "and giving consideration to the medium."

Asked if Bell Laboratories is conducting any tests on types of co-axial cables which will be suitable for cable theatre subscription television, the AT & T representative replied: "Bell Labs is always testing cables and wires to find the best for the necessary job at hand."

RKO Shifting

(Continued from page 1)

was sales manager, has been promoted to the post of general manager for Mexico.

Francisco Rossi, newly-appointed Latin America supervisor, will continue to function also as general manager of the Panama office.

Eugenio Camacho has been named acting manager in Puerto Rico following the resignation of William Schwartz as general manager of that office. Camacho will report to Melvin Edelstein, RKO's general manager of Cuba. The Cuban office will handle the island of Jamaica.

Golden Reel

(Continued from page 1)

Golden Reel Award Banquet last night.

Among the winners was the New York Stock Exchange "Your Share in Tomorrow"; General Electric Corp. "Through the Looking Glass"; Connecticut General Life Insurance Co. "Outside That Envelope"; and the Richfield Oil Corp. "The Hot Rod Handicap."

The Columbia Broadcasting System repeated last year's victory in the International Understanding category with Ed Murrow's "Report From Africa." Other winners included two Academy Award films—"Helen Keller in Her Story," and "The Bespoke Overcoat."

The categories include Human Relations, Sales and Promotion, International Understanding, and Industrial Training—as well as Avant-Garde and Visual Arts.

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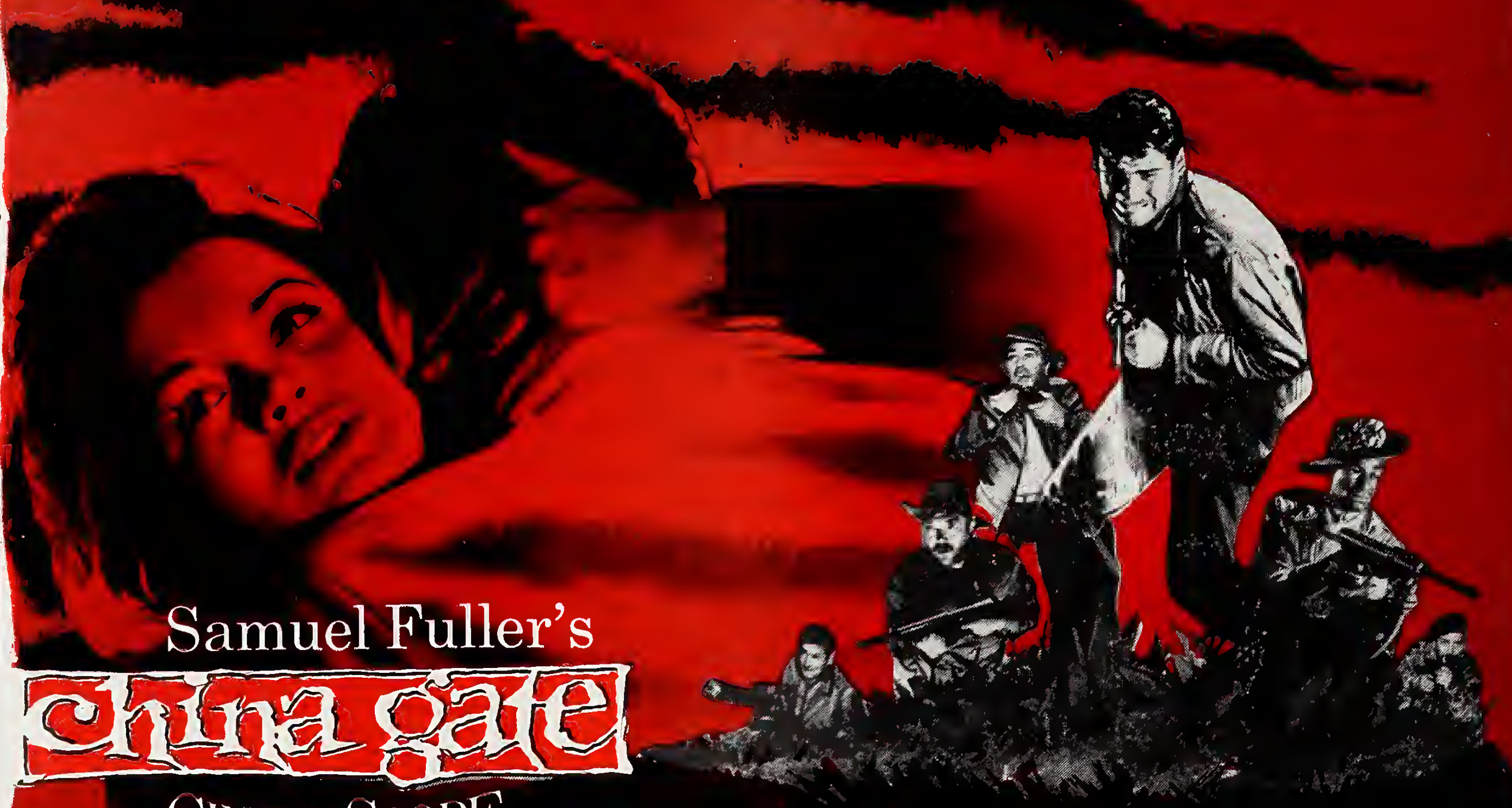

Samuel Fuller's

china gate

CINEMASCOPE

STARRING THE WONDERFUL TALENT OF Gene Barry...
THE BRILLIANT YOUNG PERFORMER Angie Dickinson...
AND THE OUTSTANDING ARTISTRY OF Nat "King" Cole IN HIS FIRST DRAMATIC ROLE
WRITTEN, PRODUCED AND DIRECTED BY Samuel Fuller A GLOBE ENTERPRISES PRODUCTION RELEASED BY 20TH CENTURY-FOX

WATCH THE WORLD PREMIERE
Fox Theatre, San Francisco—Wednesday May 8!
and Four Theatres, Los Angeles—May 9 • Radio City,
Minneapolis—May 9 • Paramount, New York May 22
ONE EXPLOSIVE OPENING AFTER ANOTHER!

All
the News
That
Is News

MOTION PICTURE
DAILY

Concise
and
to the
Point

VOL. 81, NO. 82 NEW YORK, U.S.A., MONDAY, APRIL 29, 1957 TEN CENTS

Meet May 21

Outline Fox Option Plan To Executives

200,000 Common Shares Involved; to 20 Officials

Twentieth Century-Fox's stockholders will be asked to approve a directors' plan for the granting of stock options to a group of some 20 key officers and key executives, according to the company's notice of annual meeting released at the weekend. The 1957 stockholders' meeting of 20th-Fox will take place on May 21.

Under the stock option plan, the board of directors would be permitted to grant executive options for an aggregate of 200,000 shares of common stock with a limitation of 75,000 shares per person. The 200,000 shares are presently in the company's treasury.

Each option would be exercisable at a price equal to the closing price

(*Continued on page* 6)

UA To Compile List Of Stockholders Soon

United Artists will start compiling a list of its stockholders late this week following receipt of registrations from holders who purchased the company's first offering of debentures and common stock last week, it was reported.

A group of 100 underwriters headed by F. Eberstadt & Co. marketed

(*Continued on page* 2)

Television Today Page 6

NT Will Seek New Theatre

From THE DAILY Bureau

WASHINGTON, April 28. – National Theatres will petition the New York District Court soon – probably this week—for permission to acquire a new theatre in a Denver suburb.

Justice Department officials said the

(*Continued on page* 7)

Wobber Resigning Fox Western Division Post

Herman Wobber, Western Division sales manager for 20th Century-Fox, and a veteran of over 50 years in the motion picture industry, will retire on July 1, it was announced by general sales manager Alex Harrison at the weekend here.

Herman Wobber

Wobber, who will continue with the company in an advisory capacity, will be honored by a "Herman Wobber Golden Jubilee" sales drive,

(*Continued on page* 7)

Say New TV Screen May Revolutionize Viewing

From THE DAILY Bureau

WASHINGTON, April 28—A revolutionary new TV screen, which will permit daylight viewing with little loss of contrast, provides a new simplified approach to color television, and is expected to lead to the development of three - dimensional viewing, has been developed by the Naval Research Laboratory, it is reported.

The basis for the new screen is a process for depositing phosphor on the face of the tube in the form of thin transparent films in place of the opaque white powders now used, the Navy said. The films are more rugged than the powdered screens, can be made brighter because they do not burn out as easily, and present a much sharper image.

Youth Trends Key To Katzman Formula

By FLOYD STONE

Sam Katzman, who during the past 12 years or so has made 110 pictures for Columbia, says the only thing different these days is you have to be more watchful for trends, you have to have a "gimmick." In his instance the gimmick is the youth crowd.

He takes stories from national

(*Continued on page* 7)

REVIEW:

Something of Value

M-G-M

Taking the struggle of modern-day English "settlers" in Africa against the attempts of the dreaded native Mau-Mau to drive them out as his subject, Robert Ruark wrote a huge, vigorous and sprawling novel called "Something of Value." It enthralled the American reading public for months in 1955 and rose to the top of the best-seller lists. Out of that book M-G-M has made a huge, vigorous and sprawling motion picture with the kind of entertainment values that place it in the epic class.

Except for the lack of color photography, which would have given

(*Continued on page* 7)

Opens Today

SMPTE Slates 100 Papers on Newest Trends

14 Sessions Scheduled For 81st Convention

From THE DAILY Bureau

WASHINGTON, April 28. – New developments, trends and applications in motion picture and television production and engineering will be covered in more than 100 papers at the 81st convention of the Society of Motion Picture and Television Engineers, which gets underway tomorrow at the Shoreham Hotel here. The meeting will run through Friday.

The papers are grouped into 14 sessions beginning tomorrow afternoon at 2 P.M. with the presentation of seven papers on standardization. The authors, all well known in the field of standardization, include Boyce Nemec, management consultant, a former executive secretary of SMPTE; M. W. McNair of the American Standards Association; Deane R. White, E. I. du Pont de Nemours and Co.; Dr.

(*Continued on page* 10)

Ask Payment for Films Japan Seized in War

From THE DAILY Bureau

WASHINGTON, April 28 – The Motion Picture Export Association has asked Congress to enact legislation to repay film companies for lost rental income resulting from Japanese sei-

(*Continued on page* 7)

Tradewise on Page 2

Tradewise, the new department of comment by Onlooker, appears in this issue on page 2.

SMPTE 81st CONVENTION

SECTION BEGINS ON PAGE 10

PERSONAL MENTION

CHARLES M. REAGAN, M-G-M vice-president in charge of sales; **Howard Dietz**, vice-president for advertising-publicity, and **Robert Mochrie**, assistant sales manager, returned to New York at the weekend from the Coast. **John P. Byrne**, assistant sales manager, stopped off in Chicago and is in Cincinnati today before returning to New York.

•

Y. Frank Freeman, vice-president of Paramount Pictures, arrived in New York on Friday from Hollywood via TWA.

•

Eric Johnston, president of Motion Picture Association of America, returned to New York on Saturday from Rome, and left here immediately for Washington.

•

Joseph Strauss, president of Quebec Theatre Owners Association, and **Mrs. Strauss** returned to Montreal at the weekend from New York.

•

Forrest Tucker returned to New York from London on Friday via B.O.A.C.

•

Frances Krowitz, secretary to **Arnold M. Picker**, United Artists vice-president in charge of foreign distribution, will leave here this week for a three-week air cruise of the West Indies.

•

James H. Nicholson, president of American International Pictures, and **Samuel Z. Arkoff**, vice-president, will leave Hollywood on May 15 for London and the Continent.

Put AA 'Calypso Joe' In Immediate Release

Allied Artists is placing "Calypso Joe" into immediate release in order to "be the first film company to capitalize on the current Calypso craze," Morey R. Goldstein, vice-president and general sales manager of the company, said at the weekend.

A William Broidy production, it features leading Calypso artists and teen-agers' favorites, he said. The picture will be coupled nationally in a package with "Hot Rod Rumble," a tecn-age rock and roll action film. The package has already been booked around the country in key situations, according to Goldstein, and will go into its Los Angeles first run on May 8 with 12 bookings in both hardtops and drive-ins.

TRADEWISE

By ONLOOKER

NOW comes Rep. John Hart of the general assembly of the sovereign state of South Carolina with a proposal to ban 20th Century-Fox's forthcoming production "Island in the Sun" because, presumably, its subject matter reflects an attitude different from that of South Carolina statutes on miscegenation. Rep. Hart has sponsored a bill which would impose a $5,000 fine for exhibition of the picture. The gentleman's sense of fairness hardly can be as acute as his zeal. His legislation is addressed at a production which he hasn't even seen—couldn't have, because it's still in the process of editing. . . . Veteran showman E. C. Grainger, cheery and full of zing, once again is brightening up corners of the Times Square scene after a year as general manager of Crescent Amusement Co. in Nashville. He reports no action in that area on cable theatre tests, with exhibitors satisfied to pursue a watch and wait policy. . . . The oversubscribing of United Artists' first public offering of securities within an hour of the market's opening last Thursday is impressive evidence of the financial community's appraisal of the Arthur Krim-Robert Benjamin management team's abilities. Because, come to think of it, what asset of greater value has U.A.? . . . That Music Hall business at holiday time continues to be one of the phenomenons of show business the world around.

THE MULTI-MILLION DOLLAR figures linked with deals for television rights to old film libraries have been bandied about so much in the public prints that people in the most unlikely areas have been given the idea that fabulous profits are to be made merely by raising some capital and turning it over to a film company with a backlog. One major company top executive tells of a group of merchants, department store owners of excellent standing who through bankers who vouched for their earnestness as well as their credit, sought a meeting for the purpose of discussing a deal for the TV rights to the company's backlog. Asked what rights they were interested in—black and white domestic, color, reissue, remake, or what, they confessed they didn't realize the complexity of the picture. Asked what they knew of the going prices for any of the rights, they again confessed ignorance, explaining that they had heard that huge profits could be made in dealing in the old films and thought they'd like to cut themselves and their stores in on it. . . . Which reminds that the original deal between Lou Chesler's Ridgeway Corp. calling for the payment of 85 per cent of the first receipts to Warner Bros. proved to be too much of a strain. The terms reportedly had to be modified in the course of renegotiation.

THOSE REPORTS that a major company sales chief will retire with the expiration of his current contract and that his successor is being groomed for the post even now are denied officially. Fact is his intention is to continue with or without a new contract when the present one expires. . . . Smart new twist the Warner publicity boys have given to the charity premiere for "A Face in the Crowd" at the Globe here May 28. Instead of the usual designated in advance beneficiary, this one is a you-name-your-favorite-charity, and each charity specified will receive the ticket price contributions earmarked for it, all to be made official by a Price, Waterhouse audit. . . . Al Pickus, who pleased his Stratford, Conn., community no end back in early 1954 by being the first in the area to complete installation of, among other advances, CinemaScope, Superscope, stereophonic sound and Ampo-Vision, may be stirring them again soon. A technician of no mean ability in his own right, Pickus is at work on a new projection device—details still undisclosed—to be unveiled in his own house, the Stratford, first. Depending on public reception, it could be offered to the trade generally thereafter.

Southwestern Bell Drawing 'Cable Theatre' Contract

Special to THE DAILY

ST. LOUIS, April 28—Southwestern Bell, an operating subsidiary of American Telephone & Telegraph Co., has entered into a tentative agreement with Vumore Corp. to provide an unspecified number of channels for the "cable theatre" subscription television test in Bartlesville, Okla., in late summer, according to an official of A. T. & T.

A formal contract between Southwestern Bell and Vumore, a subsidiary of Video Theatres, is currently being drawn, the telephone company representative stated.

UA to Compile

(*Continued from page 1*)

$10,000,0000 of six per cent converted subordinated debentures and 350,000 shares of common stock, priced at $20 per share last Wednesday and Thursday. The offering was over-subscribed and books closed on Thursday morning, Eberstadt then reported.

According to a UA official, it is expected that between 2,500 and 3,000 people purchased the debentures and common stock, which will be distributed to them by May 1. After May 1, the stockholders will send in their registrations to allow the company to compile the stockholder's list.

Also, the company still plans to hold its first annual meeting of stockholders on the first Tuesday in June, which is June 4, it was said.

Recommendations in Italy Deal Approved

The foreign managers of the Motion Picture Export Association have approved the recommendations of the Continental Managers in regard to a new rentals agreement in Italy, it was announced at the weekend following a special meeting of the MPEA.

The Italian distributor's group, ANICA, will meet in Rome on April 30 with representatives of the Continental Managers group to discuss the agreement which would begin next Sept. 1.

The foreign managers also approved a proposal calling for an adjustment of industry wages in Chile.

Calling Bob Ripley!
Believe it or not . . . you'll rave about the 10 Second Miracle BUTT-WELD Film Splice at
Booth 58!!!
SMPTE SHOW

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

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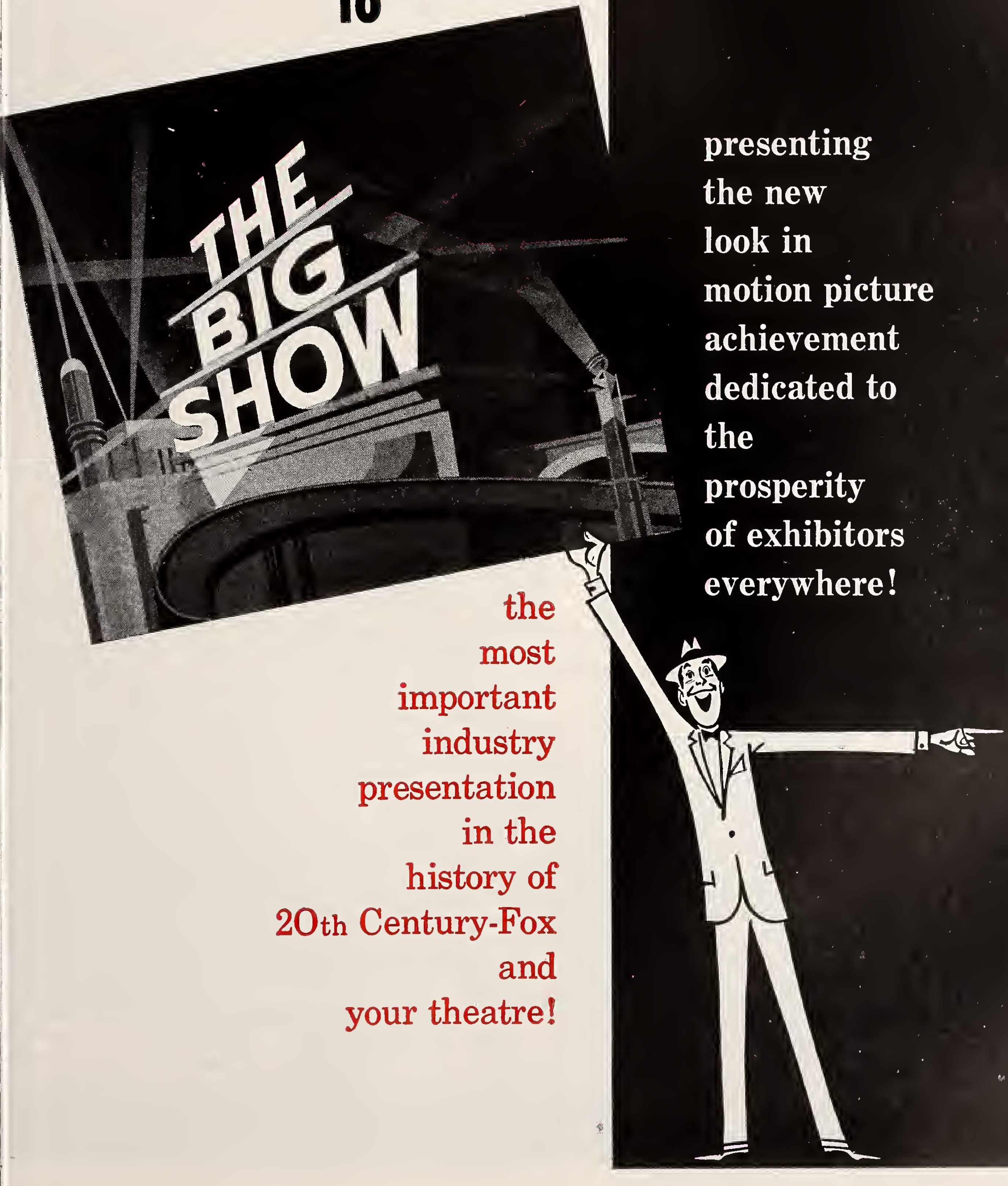

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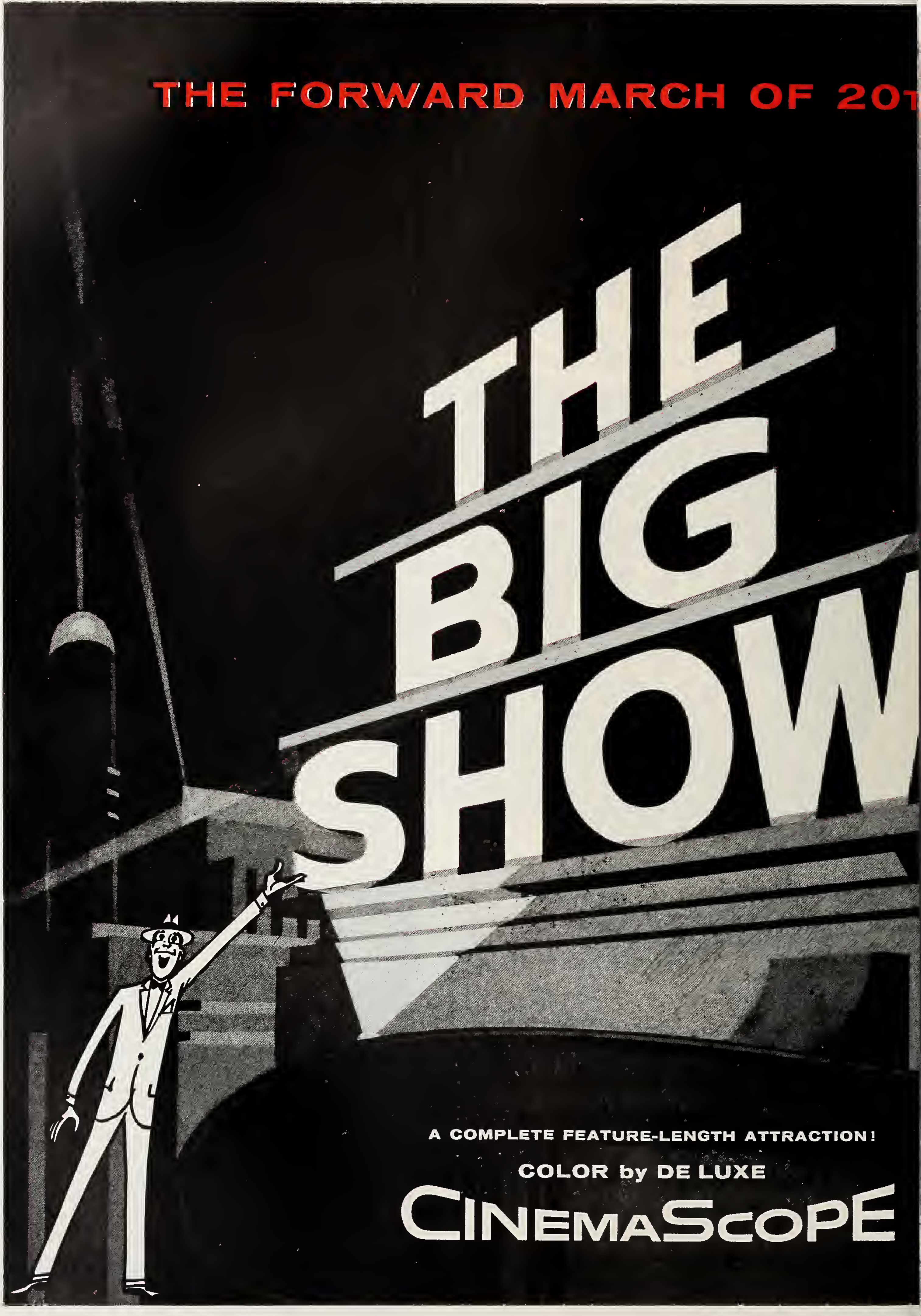
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SHOW

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ENTURY-FOX!

SEE highlights of the great future product from 20th Century-Fox ...the great parade of the blockbusters for 1957...the greatest array of the leading stars of today and tomorrow...the outstanding properties ever to reach the screen... *You'll see your own wonderful future spelled out on the screen when you come to see*

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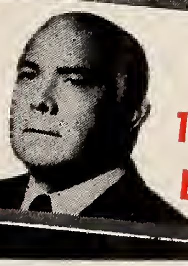

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CITY	THEATRE	DATE
ALBANY, N. Y.	PALACE	MAY 10
ATLANTA, GA.	FOX	MAY 13
BOSTON, MASS.	MEMORIAL	MAY 8
BUFFALO, N. Y.	BUFFALO	MAY 13
CALGARY, CANADA	UPTOWN	MAY 17
CHARLOTTE, N. C.	CAROLINA	MAY 15
CHICAGO, ILL.	ORIENTAL	MAY 8
CINCINNATI, OHIO	ALBEE	MAY 9
CLEVELAND, OHIO	HIPPODROME	MAY 10
DALLAS, TEXAS	PALACE	MAY 20
DENVER, COLO.	CENTRE	MAY 14
DES MOINES, IOWA	DES MOINES	MAY 16
DETROIT, MICH.	FOX	MAY 13
HOUSTON, TEXAS	MET	MAY 17
INDIANAPOLIS, IND.	INDIANA	MAY 15
JACKSONVILLE, FLA.	FLORIDA	MAY 14
KANSAS CITY, MO.	UPTOWN	MAY 17
MEMPHIS, TENN.	MALCO	MAY 10
MILWAUKEE, WIS.	WISCONSIN	MAY 14
MINNEAPOLIS, MINN.	RADIO CITY	MAY 15
MONTREAL, CANADA	ORPHEUM	MAY 23
NEW HAVEN, CONN.	POLI	MAY 9
NEW ORLEANS, LA.	SAENGER	MAY 16
NEW YORK, N. Y.	ROXY	MAY 8
OKLAHOMA CITY, OKLA.	CRITERION	MAY 21
OMAHA, NEB.	ORPHEUM	MAY 15
PHILADELPHIA, PA.	FOX	MAY 8
PITTSBURGH, PA.	HARRIS	MAY 14
PORTLAND, ORE.	FOX	MAY 9
ST. JOHN, CANADA	PARAMOUNT	MAY 24
ST. LOUIS, MO.	ST. LOUIS	MAY 16
SALT LAKE CITY, UTAH	VILLA	MAY 13
SAN FRANCISCO, CALIF.	FOX	MAY 8
SEATTLE, WASH.	5TH AVENUE	MAY 10
TORONTO, CANADA	UNIVERSITY	MAY 13
VANCOUVER, CANADA	CAPITOL	MAY 21
WASHINGTON, D. C.	CAPITOL	MAY 9
WESTWOOD, CALIF.	VILLAGE	MAY 8
WINNIPEG, CANADA	CAPITOL	MAY 15

ALL SHOWINGS BEGIN PROMPTLY 9:15 A. M.!

Television Today

IN OUR VIEW

NOW that the Department of Justice has supplemented its block booking anti-trust suit filed recently against Loew's by bringing parallel action against five other major licensors of films to television at least the Government can claim to be consistent.

These actions, like the famous films-for-television trust suit which the Government lost in the Los Angeles Federal District Court more than a year ago, will force the defendants to expend large sums in attorneys' fees and divert much executive time from other tasks. Just what the Government hopes to accomplish is a mystery. If any attorneys at the Department of Justice think that television stations will be able to buy films cheaper one-by-one than in blocks—assuming the Government wins its suits—let them consult with exhibitors.

Quantity-Buying Benefit Obvious

It obviously is more expensive to sell—and to buy—on a per picture basis than in groups. The Government can have no control over the prices charged, at least in peacetime when there are no general price controls. A distributor may charge the same price for one film or a hundred, if he wishes. The buyer, of course, always has the right to say no.

In times past some exhibitors complained to the Department of Justice that block booking "forced" them to contract for unwanted pictures. Block booking also was a handy answer to public complaints about certain films. Today there are not many exhibitors who prefer the present picture-by-picture buying to the convenience and insurance of buying in large groups. Also there probably is not one exhibitor who does not realize that the elimination of block booking has been one of the factors that has increased film rental.

Different Situation in Television

One of the alleged evils of block booking, as practiced in the old days, in the film industry was that it encouraged over-buying. In competitive situations over-buying by one theatre operator naturally could contribute to a product shortage for another exhibitor. However, there seems to be no parallel in television. While a theatre's capacity to show feature films is limited by the number of program changes in a week and whether the theatre has a single or double bill policy, a television station has an avaricious and virtually unlimited appetite for product of all kinds. Most television stations are on the air fifteen or more hours a day. Eventually most may operate twenty hours. The need for feature films and other program material on film, bought in huge blocks, is great.

Public Want One Thing: Quality

It will be interesting to observe how the Department of Justice goes about trying to prove that sale of films to television stations in blocks unreasonably restrains commerce or how the public interest is adversely affected. So far as the public is concerned, if the theatre situation is a precedent, it will be found that the members of the audience have no interest in whether programs are acquired singly or in groups, or at what price. The public's sole interest would seem to be in the quality and availability of the entertainment.

—Martin Quigley, Jr.

Loew's Sales to TV Reach $42,000,000

Loew's Inc., has attained a gross close to $42,000,000 thus far from its sales of its pre-1949 feature film backlog to 44 television stations throughout the United States, a company spokesman esimated at the weekend.

The film company recently completed a $4,000,000 agreement with the Crosley Broadcasting Co. for its leasing of the backlog to stations in Cincinnati, Indianapolis, Dayton and Columbus; a $2,000,000 agreement with the RKO Teleradio station in Boston, and a $750,000 deal with a Sacramento TV station.

WB Films Sold to Station in Memphis

Warner Bros. feature films have been sold to station WREC-TV in Memphis, Tenn., in a deal totaling almost $1,000,000, W. Robert Rich, A. A. P. general sales manager said in an announcement at the weekend. The contract was signed in Dallas by Hoyt B. Wooten, owner of the Memphis station.

Also present at the signing were Don Klauber, A. A. P. national sales manager, and Robert Montgomery, account executive from the Dallas office.

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VISIT Booth 58 ! ! !

Fox Option Plan Is Outline

(Continued from page 1)

of a share on the New York Stock Exchange on the day the option agreement becomes effective, plus $1.00. The closing price of the common stock on Friday was 25¾. As of April 1, 1957, the company has 2,644,486 shares of common stock outstanding.

No option would be exercisable prior to Jan. 1, 1958, or later than six years from the date of the granting of the option. Upon the exercise of the option, the option holder would have to agree to purchase the shares for investment and not to sell the shares for two years. Also, the options are non-transferable except on the death of the option holder and they terminate three months after the termination of the employment of the holder.

In event the stock option plan is approved by the stockholders on May 21, the management proposes to request the board of directors to authorize the issue of $5,000,000 of five-year five per cent notes or debentures, subordinated to up to $25,000,000 of bank loans. The notes or debentures will be in negotiable form with interest at five per cen annually.

The stock option plan requires each executive and officer who is to receive an option, to agree that his annual compensation during his active period of employment be reduced by a sum equal to 75 cents for each share of common stock which he could purchase by exercising his option. The salary reductions would continue for at le
two years. In the case of Spyros
Skouras, president, who, it is conte
plated, would receive an option
75,000 shares, the salary reducti
would be until Dec. 31, 1960. Al
upon receipt of the option, each exec
tive would have to agree to a five-ye
employment contract with 20th Ce
tury-Fox.

The meeting notice does not rev
to whom the options would be grant
However, it disclosed that the boa
of directors would have the author
to determine the persons to whom o
tions would be granted and the nu
ber of shares optioned to each p
son.

Board to Be Elected

Stockholders will also elect a boa
of directors for the coming year a
approve the selection of auditors.
for election as directors are L. Sh
man Adams, Colby M. Chester, Rob
L. Clarkson, Daniel O. Hastings, Ro
ert Lehman, Kevin C. McCann, W
liam C. Michel, B. Earl Puckett, Ge
James A. Van Fleet, and Skouras.

It is revealed in the meeting noti
also that Skouras received an agg
gate remuneration of $250,225 l
year; Joseph H. Moskowitz, vice-pre
dent, $148,960; W. C. Michel, exec
tive vice-president, $100,360, a
Murray Silverstone vice - preside
$148,960.

S.O.S. Cinema Compiles Technical Book Listing

A compilation of almost 100 different titles, said to be the largest listing of technical books ever attempted in the motion picture and television industries, has been announced by S.O.S. Cinema Supply Corp. Called "The S.O.S. Bookshelf," it is broken down into sections headed advertising, industrial and commercial applications; sound recording and reproducing; educational and informative; writing, production and editing techniques; laboratory practices and procedures; photography and cinematography; electronics theory and practice; theatre, screening rooms and projection methods, and television studio and engineering aspects

Greenblatt to 'U' Offices

Herbert H. Greenblatt, RKO Radio Western sales manager, today will begin a series of visits to Universal-International exchanges and the offices of independent distribution companies which are releasing RKO product not involved in the domestic deal with Universal. He will visit Chicago, Milwaukee and Minneapolis.

NSS Names Weston

Leo Weston has been named branch manager in New Haven, Conn., for National Screen Service. He succeeds Adolph Edmonds, who has been shifted to New York.

UTOI Asks Wage Law To Exempt Minors

SPRINGFIELD, Ill., April 28
United Theatre Owners of Illino
headed by Ralph Lawler, has oppos
certain features of a proposed mi
mum wage law now before the sta
general assembly which would affe
motion picture theatres. The Illin
law pending will provide for a mi
mum wage of 75 cents per hour to
paid employees of any firm employi
four or more persons.

UTOI took no action on the measu
until the bill was amended to exclu
employees of restaurants and hote
These exclusions seem to be unfair
the theatres, in that a cashier of a r
taurant would not come under the a
but a cashier of a theatre would, La
ler said. Likewise a girl behind
sandwich counter in a restaura
would be exempt, whereas a girl b
hind a candy counter in a theat
would not be, he added.

No Theatres Are on New SBA Loan List

WASHINGTON, April 28. — The
tres still are getting comparatively l
tle action from the Small Busine
Administration, the most recent SB
list of approved loan applicatio
would indicate.

The list contains 475 business loa
approved by SBA between Feb. 1 a
April 22, and not a single theatre fi
is on the list,

Youth Trends

(*Continued from page* 1)

headlines, and in which persons 15 to 25 are interested. It pays off, he insists: "Rock Around the Clock" may make $4,000,000, the producer averred.

Most pictures he makes at $500,000 or so, and they bring in $1,200,000 to $1,800,000. None have lost money, he says, and all still are playing somewhere.

He next will make pictures about calypso, again about rock and roll, probably one on modern jazz which he is observing carefully, and on hot rodders, airplanes, and the Morro Castle disaster.

Europeans, who he says give 50 per cent of company return, also like the topical, he found during five weeks of travel everywhere west of the Iron Curtain. Theatres, and especially the subsequent runs, are booming. The same he insists is true of Great Britain, and talk there of houses closing is just talk, he said.

Enthusiastic Regarding Britain

Exhibitors, he commented, there or here, don't know what they want. A good picture, he says they feel, makes money and a bad one doesn't. His pictures, however, they want. They write him, he told reporters Friday at the Columbia home office, asking him to keep up the good work.

Asked if he minds that his pictures don't ordinarily play the bigger downtown houses, he retorted,

"I'm in the five-and-dime business and I love it."

Columbia finances him up to 50 per cent, and he will make 14 pictures for it this year.

NT Will Seek

(*Continued from page* 1)

circuit would seek permission to acquire the 800-seat Woodlawn Theatre, going up in a new shopping center in Littleton, Colo. National would operate it as a first and second neighborhood run theatre, Justice said. No government position has been taken yet on the proposed acquisition.

Criterion Lab Enlarges Facilities for Color

At the end of its first seven months of operation, Criterion Film Laboratories, Inc., New York City, has found it necessary to enlarge its color facilities by 50 per cent, reports Fred Todaro, president of the company. At the same time custom designed equipment has been completed that insures rapid delivery of 35mm black and white "rushes."

When Mr. Todaro bought the physical plant formerly occupied by Circle Film Laboratories, the preponderance of work had been in 16mm black and white footage. Although that type of work has shown natural growth under the current management, the jump in color film work has been remarkable, according to Todaro.

Something of Value

(CONTINUED FROM PAGE 1)

it added box office weight, this film, as produced by Pandro S. Berman, is commercially "big" in all respects. It has a timely theme; it tells a fascinating and many-faceted story; it was filmed on location in East Kenya, Africa. And it has top star value in Rock Hudson, one of the hottest marquee names available today; Dana Wynter, a rising personality; and Sidney Poitier, whose following has grown steadily since "Blackboard Jungle" and "Edge of the City." In addition Wendy Hiller, the talented English actress, gives a performance of exceptional skill.

"Something of Value" does not have the kind of plot that is easily condensed into a few sentences. In tackling the theme of what is causing the revolt of African natives against the dominant white minority, it goes off in several directions at once to present a number of points of view on each side strongly and clearly—if, perhaps, a bit superficially, too.

Like all good epics should be, it is built around a family and shows them under the stresses of war. Hudson is the younger of two sons and the one who in his youth had been a close friend of Poitier, a native boy working on the family ranch. But Poitier becomes a leader of the Mau-Mau when it is organized to drive out the whites by terror tactics. In the first attack of the natives Hudson's brother (played by Robert Beatty) is killed, and the latter's wife (played by Miss Hiller) is the only survivor.

After that and similar atrocities at other English ranches the police form several search parties to seek out the Mau-Mau in all the surrounding territory. Hudson joins one such group—much against the wishes of Miss Wynter, who has now become his wife. Eventually he finds Poitier and induces him to surrender; but both are betrayed by a revengeful white man whose wife had been murdered by the Mau-Mau and Poitier is killed. Hudson rescues Poitier's young son and vows that the boy and his own children will see peace and a better day as the picture ends.

No synopsis could possibly convey the power of the expert story-telling that is in Richard Brooks' excellent script. It is episodic but never dull. It is also, perhaps, too brutual for some members of the audience in a few scenes—notably one showing the weird initiation ritual of the Mau-Mau; another depicting the savagery of the first attack on an English family, in which blood is spilled all over the place; and two or three scenes of torture and destruction in raids on native villages.

In compensation, the ladies in the audience will find the love story appealing—especially the subtle misunderstandings that grow between Hudson and Miss Wynter when the war makes changes in him.

Acting also as director, Brooks has brilliantly woven all the parts of the story together into a cohesive whole. Some of the film critics (like certain book reviewers) may complain that "Something of Value" reduces the serious world problem of the native restlessness in Africa to the level of an adventure show. Let them quibble; adult audiences everywhere will find this film engrossing.

Running time, 113 minutes. Adult classification. Release, in June.

Richard Gertner

Golden Named U. S. Delegate to Cannes

WASHINGTON, April 28. — Commerce Department film chief Nathan D. Golden has been named U.S. delegate to the Tenth Inter-National Film Festival at Cannes, taking place from May 2 to 17.

This was announced by U.S. Information agency director Arthur Larson. Golden has repeatedly represented the U.S. at international film festivals in recent years.

Dallas Drive Opens

DALLAS, April 28.—A number of noted film and theatre people will be at the Adolphus Hotel here tomorrow for a press conference and luncheon to promote the $500,000 fund-raising campaign of the Dallas Theatre Center.

MGM Executives Finish Sales, Promotion Meets

HOLLYWOOD, April 28 — MGM executives Friday concluded conferences at the studio here for sales and promotion campaigns on "Raintree County" and other forthcoming pictures. Among those participating was Charles M. Reagan, vice-president in charge of sales, who reported that five MGM films will open in New York in May.

Greet French Officials

Jacques Flaud, director general of the French National Film Center; Raoul Ploquin, president of the French Association of Film Producers, and Robert Cravenne, director of Unifrance, will be guests here at a reception to be held tomorrow evening at the New York offices of the French Film Office.

Ask Payment

(*Continued from page* 1)

zure of U.S. films in the Philippines during World War II.

MPEA officials estimated that as much as $3,000,000 to $4,000,000 might be involved if Congress goes along with the MPEA request. The Japanese seized U.S. films in the Philippines, exhibited the films while they occupied the island, and retained the rental income.

The MPEA request was sent by vice-president Kenneth Clark to a Senate Judiciary Subcommittee headed by Senator Olin Johnston (D., N.C.). The subcommittee is studying legislation to return to enemy owners property, such as General Aniline and Film Corp., vested by the U.S. during World War II. And at the same time to pay damages to Americans who suffered property or other loss from Germany and Japan during World War II.

Film Rentals Had Been Ruled Out

Clark said nothing considered by the subcommittee so far in this or previous Congresses would cover the MPEA situation. He added that MPEA member companies thought they had received relief in a recent war claims law, to recover losses caused by Japanese confiscation of bank accounts and other credits in the Philippines. But this law was later construed to rule out film rental losses, Clark declared, adding that "in the circumstances, we have no recourse but to turn to Congress for fair and just relief."

The MPEA letter to Johnston argued that the motion picture industry is unique among industries suffering losses at enemy hands, since "our tangible assets are motion picture films, which in themselves are of little value."

The Enemy Went Into Business

"Our actual or intangible assets," Clark continued, "consist of the sums we derive from renting our films for exhibition in theatres charging admissions. During the war the Japanese seized our films, had them exhibited in theatres and retained the rental funds themselves. This act meant a considerable loss to us, a loss just as real as if the enemy had destroyed, for example, a motion picture theatre. It is this rental money kept by the Japanese that we now seek to recover as war losses."

Wobber Resigning

(*Continued from page* 1)

which will be conducted in 20th-Fox's six Western branches from May 26 through June 29.

Wobber joined 20th-Fox in 1932 as a distribution executive. In 1938, he was named general manager of domestic distribution for the company, but in 1942, he requested to return to the West Coast and resumed the title of Western Division manager.

Prior to joining 20th-Fox, Wobber was associated with Paramount Pictures, and in the states rights distribution business.

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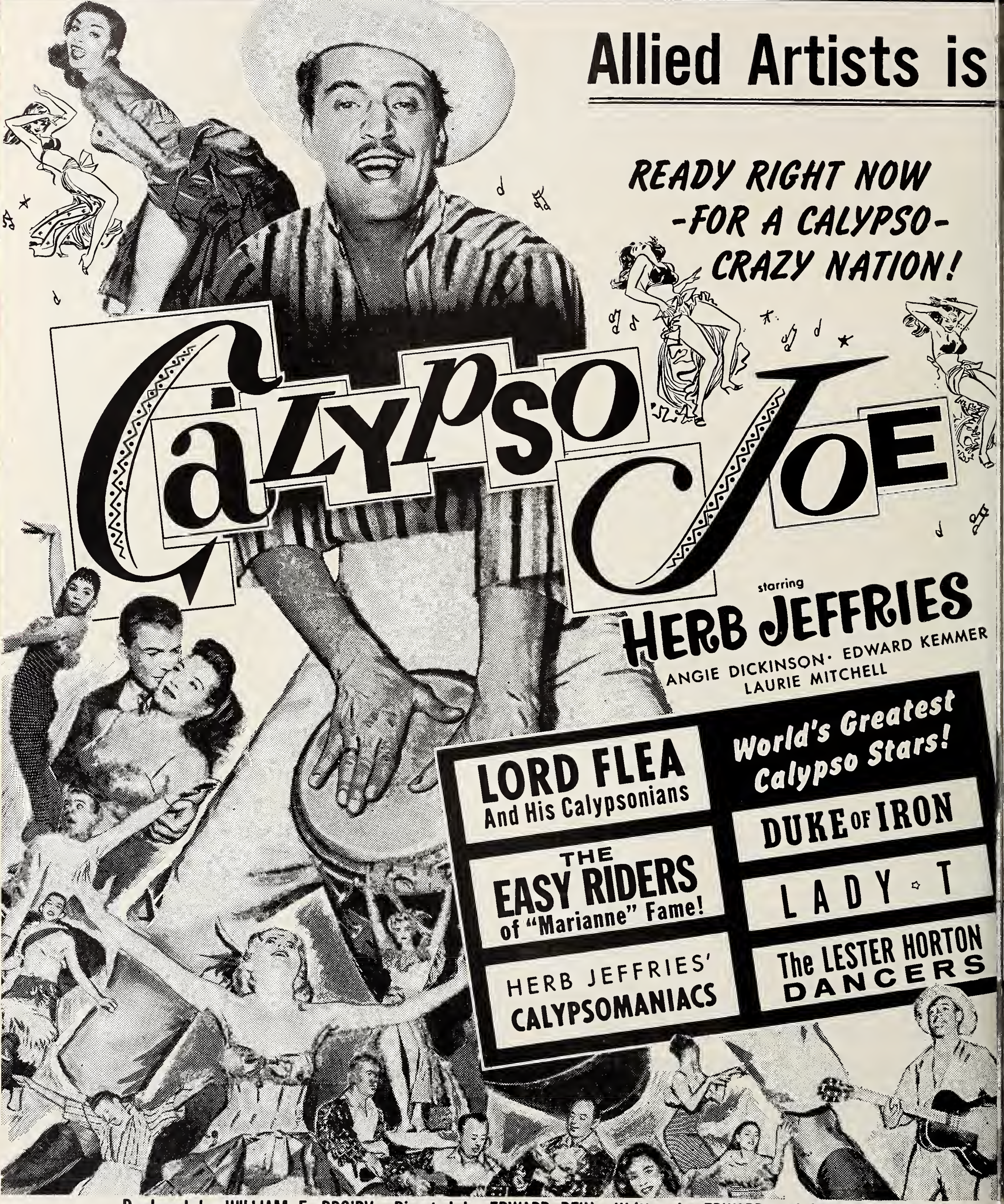

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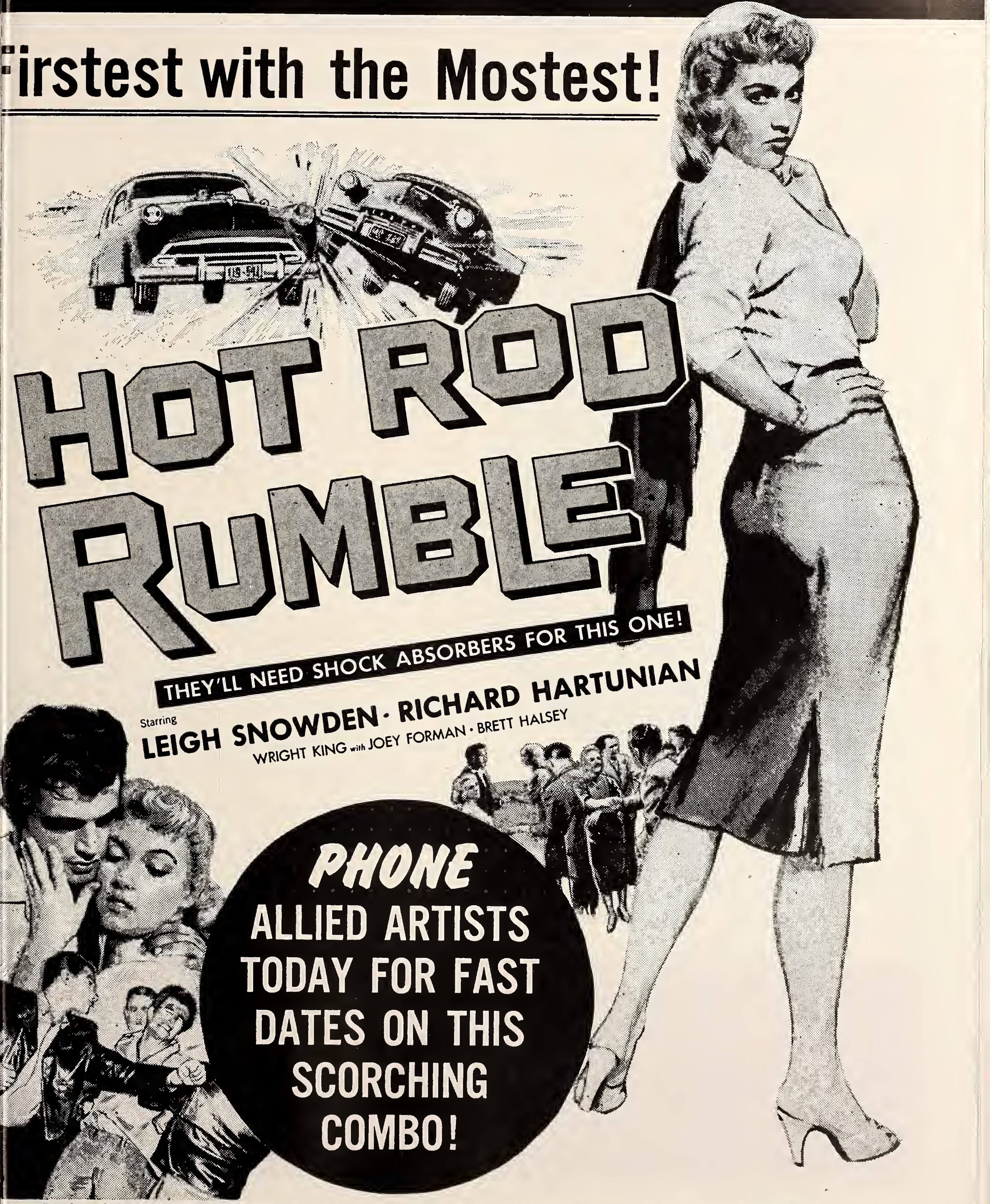

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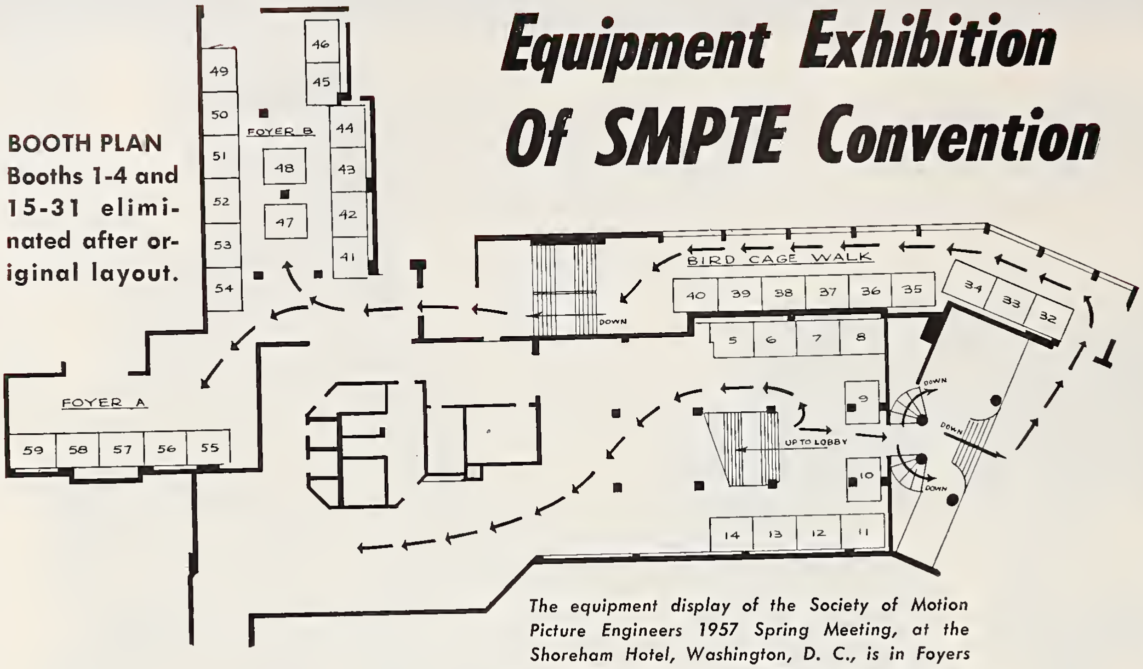
Equipment Exhibition Of SMPTE Convention

BOOTH PLAN
Booths 1-4 and 15-31 eliminated after original layout.



The equipment display of the Society of Motion Picture Engineers 1957 Spring Meeting, at the Shoreham Hotel, Washington, D. C., is in Foyers A and B and on the West Ballroom level above.

EXHIBITING COMPANIES AND BOOTH NUMBERS:

ANIMATION EQUIPMENT CORP., New Rochelle, N. Y.	54
CAMERA EQUIPMENT CO., New York City	41
ANDRE DEBRIE MANUFACTURING CO., New York City	56-57
FILMLINE CORP., Milford, Conn.	42
OSCAR FISHER CO., Peekskill, N. Y.	48
FLORMAN & BAAB, New York City	36
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HOLLYWOOD FILM CO., Hollywood, Calif.	47
HOUSTON-FEARLESS CORP., Los Angeles, Calif.	50-51
KLING PHOTO CORP., New York City	32, 33 & 34
NEUMADE PRODUCTS CORP., New York City	37
PRECISION LABORATORIES, Brooklyn, N. Y.	53
PRESTOSEAL MANUFACTURING CORP., Long Island City, N. Y.	58
PSC APPLIED RESEARCH, LTD., Toronto, Canada	43
RCA, FILM RECORDING SECTION, New York City	40
ROLL-O-MATIC, Reading, Pa.	39
S.O.S. CINEMA SUPPLY CORP., New York City	46
SYLVANIA ELECTRIC PRODUCTS, INC., New York City	35
UNICORN ENGINEERING, Hollywood, Calif.	38
UNITED FILM CORP., Ottawa, Canada	55
ZOOMAR, INC., Glen Cove, N. Y.	45

SMPTE Meet

(*Continued from page 1*)

E. K. Carver, Eastman Kodak Co Herbert C. Ruckmick, U. S. Nav Photographic Center; and Philip M Cowett, Navy Department, Bureau Ships.

Some of the nation's best know educators will participate in the se sion on audio-visual application among them Dr. Harvey Zorbaugh New York University.

The session on instrumentation an high-speed photography will inclu a paper on "Photographic Instrume tation at the Air Force Armament Ce ter," by H. S. Schepler, and other p pers will describe new equipment an methods.

Richard R. Conger, who has bee on duty with the Navy at Antarcti and who is scheduled to return th fall on "Operation Deep Freeze III will explain how to take pictures 100 degrees below zero at the Frid morning session on motion pictu practice.

Glenn E. Miller of the Lockhee Missile Systems Division will show 16mm film that explains the maki of documentary motion pictures und a military contract.

Closed Circuit TV

One of the highlights of the co vention will be the demonstration closed-circuit television at Walt Reed Army Medical Center Tuesd morning.

Guest speaker at the get-togeth luncheon tomorrow noon at the Shor ham's Palladian Room will be Ja Woolley, special assistant for publ affairs to the Secretary of the Nav Opening remarks will be by Bart Kreuzer, SMPTE president.

The 81st Convention has the large technical program in the history of t Society. Previous high for the Socie was in 1952 when the First Intern tional Symposium on High-Spe Photography was held concurrent with 44 papers to make a total of papers for the Convention.

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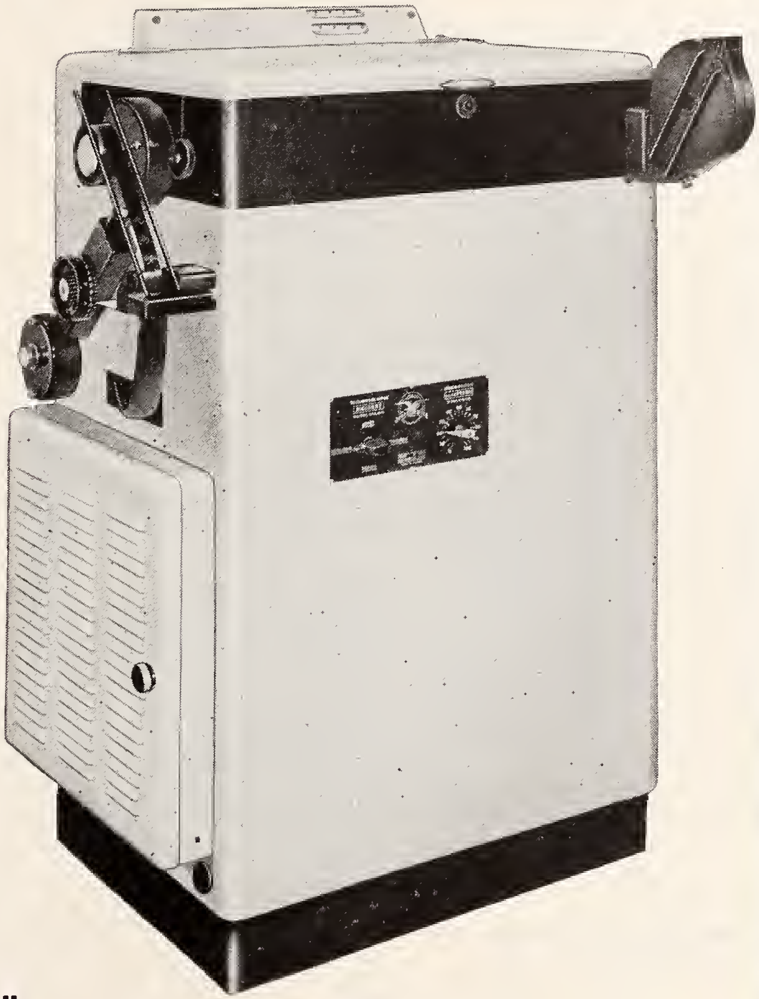

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SMPTE Agenda Reflects Industry's Strides

Standardization, Videotape Recording And Closed Circuit TV in the Spotlight; Kreuzer, Navy's Woolley Speak Today

WASHINGTON, April 28—The 81st semi-annual convention of the Society of Motion Picture Engineers opens here officially tomorrow at the Shoreham Hotel at a get-together luncheon at noon. Members of the Society will be welcomed by Barton Kreuzer, president, and the guest speaker will be Jack Woolley, special assistant to the Secretary of the Navy, who will speak on the significant role of motion pictures and television in modern life.

General subjects of the program for the five day meeting include:

Monday: Standardization and videotape recording.

TV Demonstration Tuesday

Tuesday: Closed circuit TV demonstration, audio visual uses, and television.

Wednesday: Laboratory practice (both morning and afternoon sessions).

Thursday and Friday will be devoted to concurrent sessions on projection and theatre practice; instrumentation and high speed photography; missile photography; and sound recording and reproduction.

The complete program:

MONDAY

12:00 N **Get-Together Luncheon opening remarks,** Barton Kreuzer, SMPTE president; **Guest Speaker,** Jack Woolley, special assistant to the Secretary of the Navy.

2:00 P.M. **Standards and Standardization Session, West Ballroom,** Glenn L. Dimmick, chairman; James A. Moses, vice-chairman. **Color short,** "Magoo Goes Overboard" (Col.).

2:15 P.M. **Report on the Activities of the Standards Committee,** Glenn Dimmick, chairman.

2:35 P.M. **Do Standards Inhibit Progress,** J. W. McNair, American Standards Association.

2:55 P.M. **International Standardization Organization,** Deane R. White, E. I. DuPont de Nemours & Co.

3:15 P.M. **Errors of Interpretation and Clarity in Motion Picture Standards,** Dr. E. K. Carver, Eastman Kodak Co.

3:35 P.M. **The Society's Test-Film Standards,** Boyce Nemec, Management Consultant.

3:55 P.M. **Standardization — A Dynamic Key to Economy,** Herbert C. Ruckmick, U.S. Naval Photographic Center.

4:15 P.M. **Department of Defense Photographic Standardization Plans,** Philip M. Cowett, Navy Department, Bureau of Ships.

7:30 P.M. **Videotape Recording Session, West Ballroom, Color Short,** "Meet Mother Magoo" (Col).

7:45 P.M. **Prospective Advances in the Art of Videotape Recording,** Charles P. Ginsburg, Ampex Corp.

8:05 P.M. **The Video Processing Amplifier of the Ampex Videotape Recorder,** Ray M. Dolby, Ampex Corp.

8:25 P.M. **Factors Affecting the Splicing of Videotape,** Kurt R. Machein, Ampex Corp.

8:45 P.M. **Signal Translation Through the Ampex Videotape Recorder,** Charles Anderson, Ampex Corp.

9:05 P.M. **Impact of Videotape Recording on Television Management,** Robert A. Miner, Ampex Corp.

TUESDAY

9:00 A.M. **Buses leave Shoreham Hotel for Walter Reed Army Medical Center.**

Closed-Circuit Color Television Session, Axel G. Jensen, Chairman; Keith B. Lewis and Joseph E. Aiken, Vice-Chairmen.

9:30 A.M. **Kitten Sitter,** Terrytoons Div. of CBS, released through 20th Century-Fox.

9:40 A.M. **Welcome by the Commanding Officer.**

9:45 A.M. **General Description of the Walter Reed Army Medical Center Television Division,** Paul W. Schafer, M.D., Television Div., Walter Reed Army Medical Center, Washington, D.C.

10:00 A.M. **Color Processing Facilities in the Armed Forces Institute of Pathology,** Julius Halsman, Medical Illustration Service, Armed Forces Institute of Pathology, Washington.

10:15 A.M. **The Technical Facilities Television Division, Walter Reed Army Medical Center,** Ralph W. Curtis, Walter Reed Army Medical Center, Washington, D.C.

10:30 A.M. **Color TV as a Tool for Medical and Scientific Research.** George A. Baker, Television Division, Walter Reed Army Medical Center.

11:00 A.M. **Demonstrations of the closed-circuit color television to show its applications in medical science.**

11:30 A.M. **Guided tours of the television installation and color film processing laboratory.**

2:00 P.M. **Audio-Visual Uses of Motion Pictures and Television Session,** West Ballroom. John Flory, Chairman; Joseph A. Schantz, Vice-Chairman, **Color Short, Magoo's Problem Child,** Columbia Pictures Corp.

2:15 P.M. **The Economic Impact of the Audio-Visual Field,** John Flory, Eastman Kodak Co., Rochester, N.Y.

4:30 P.M. **Effects of Communication Research on Educational Films,** William H. Allen, System Development Div., The Rand Corp., Santa Monica, Calif.

2:30 P.M. **Preparation and Presentation of Low Cost Projectable Materials,** Allan Finstad, Ozalid Division, General Aniline & Film Corp., Alexandria, Va.

2:50 P.M. **Low-Cost Projection Materials and Techniques,** Harvey R Frye, Indiana University, Bloomington, Ind.

3:50 P.M. **New Methods of Recording 16mm Magnetic Lip-Synch Sound Using a Magnetic-Optical Sound Projector,** Lee T. Askren and Raymond J. Dwyer, Eastman Kodak Co.

3:05 P.M. **A Self-Contained 16mm Post-Synchronization Studio,** J. P Seaborne, Organization for European Economic Cooperation, Paris, France

3:35 P.M. **A Foreign-Language Dubbing Conversion,** Arthur Resche

(*Continued on page* 13)

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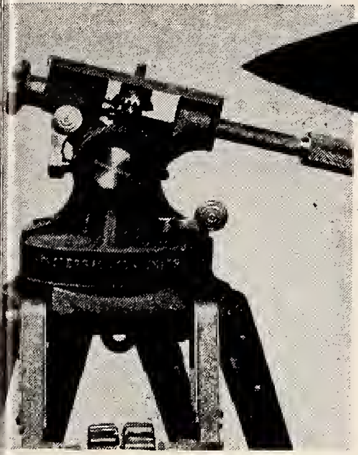

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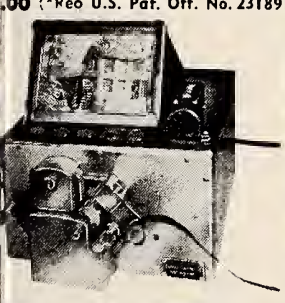

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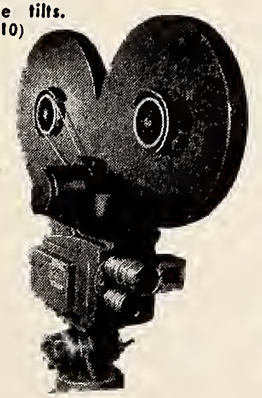

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Meet Agenda

(*Continued from page* 12)

and Jack Clink, Capital Film Laboratories, Inc., Washington, D.C.

4:10 P.M. **Television—Technological Revolution in Education?**, Harvey Zorbaugh, New York University, New York, N.Y.

4:50 P.M. **Technical and Production Problems in Military TV Recordings**, Lt. Col. Norman Gray, Army Pictorial Service Div., Office of the Chief Signal Officer, Washington, D.C.

7:30 P.M. **Television Session**, West Ballroom. John G. Frayne, Chairman; Arthur Redfield, Vice-Chairman; Color Short, **Port of Sports**, 20th Century-Fox Film Corp.

7:40 P.M. **The Color Television System at the Walter Reed Army Medical Center**, Andrew F. Inglis, Radio Corp. of America, Camden, N.J.

8:00 P.M. **A New Color TV Camera for Medical Applications**, Norman L. Hobson, Radio Corp. of America, Camden, N.J.

8:15 P.M. **Some Theoretical Aspects of Storing Color Television Information on Black and White Film**, William L. Hughes, Engineering Experiment Sta., Iowa State College, Ames, Ia.

8:35 P.M. **Television Line Structure Suppression**, F. T. Thompson, Westinghouse Electric Corp., Westinghouse Research Laboratories, Pittsburgh, Pa.

8:55 P.M. **Advanced Performance and Stability in Color TV Channel Amplifiers**, M. H. Diehl, General Electric, Syracuse, N.Y.

9:15 P.M. **New Variable-Color Luminous Studio Wall**, Rollo Gillespie Williams, Color Lighting Dept., Century Lighting, Inc., New York.

9:30 P.M. **Closed-Circuit Television Communications: A Progress Report**, Nathan L. Halpern, TNT Tele-Sessions, Inc., New York.

WEDNESDAY

9:00 A.M. **Laboratory Practices Session I**, West Ballroom. John G. Streiffert, Chairman; Arthur Foster, Vice-Chairman; color short; **Flebus**, Terrytoons Div. of CBS, released through 20th Century-Fox.

9:15 A.M. **Exposure Nonuniformity Produced in Continuous Motion-Picture Printers by Powering Lamps With Alternating Current**, James D. Clifford and George T. Keene, Color Technology Div., Eastman Kodak Co., Rochester, N.Y.

9:30 A.M. **A "Go—No Go" Gauging Method for Visual Inspection of Re-**

(*Continued on page* 15)

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TODAY the Society of Motion Picture and Television Engineers opens its 81st convention at the Hotel Shoreham in Washington, which means, on the basis of two meetings a year, that the organization has passed its 40th birthday, a ripe old age in the annals of the screen. Considering the status of the "picture show" at the time, one may well wonder that those fellows were up to when they, representing projection and film manufacture, got together to organize a "Society of Motion Picture Engineers."

Kept Pace with Industry Growth

Whatever the objective could be at the time, it steadily was adapted to the growing needs of the medium and the business, to keep the industry mindful of the fact that its future depended upon technical progress.

No spectacular gimmicks have come from the Society's activities, and perhaps that can be said to its honor. It has stood instead for the accumulation and useable arrangement of solid data on which real, enduring progress is based. There is a lot of the Society's 40 years on motion picture screens today.

•

Again the SMPTE offers an equipment exhibit as a convention feature, and from the list of displays it seems an interesting one, with special attraction for those in the television branch of the Society's activities. Fred Gerretson handled this end of the affair, assisted by Walt Trimby, and they have done a good job with the space available to them for this purpose. Among kinds of equipment to be seen are.

Jack A. Frost stage and lighting apparatus, complete for all sorts of motion picture and television work, at Booth 52.

Industrial TV cameras equipped with the new remote control Zoomar lenses, at Booth 8.

Complete studio equipment of the Camera Equipment Company at Booth 41.

Andre DeBrie's "Aiglonne" da light developer system among ite in the display at Booths 11 and 12

The McAlister crab camera dol in the Florman & Babb exhibit Booth 10.

•

Then at the Uptown theatre, 34 Connecticut Avenue, N. W., the C. Ashcraft Manufacturing Company going to demonstrate its Cine-Ster light projection system. This is som thing brand new out of Claren Ashcraft's bag of tricks, and wheth you're an MP-ite or a TV-ite, you want to see it. It's at 9:30 A.M. (We one is supposed to lose a little sle at a convention!)

•

The Society has some new "equi ment" of its own to show off at t convention, as publishers of a bo on color processes. "Elements Color in Professional Motion P tures" is a collaboration of some technologists, under the editorship Wilton R. Holm. It contains 1 pages, including 27 pages of il strations in full color. Among th is a series of photographs show correct and wrong makeup for co photography. The need that the thors have sought to fill through use of this book has been set fo by the Society as follows:

Valuable to Various Groups

"Rapid advances in color pho graphy and the increased use of c in motion pictures and television h created a need for a clear, conc book for those who work with co film—artists or engineers, craftsmen laboratory and production wo 'Elements of Color in Professio Motion Pictures' fills this need. I of interest to engineers and can read with profit by amateurs, primarily it provides authorita help in the use of color to the p ducers and buyers and theatrical, dustrial, educational and televis films."

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Dolly can be used with any professional or semi-pro tripod.

The tripod is fastened firmly to the dolly by a clamp at each leg tip.

The special individual caster locking system makes it possible to lock either two or three wheels in a parallel position, enabling the dolly to track in a straight line for rolling dolly shots.

Dolly folds quickly into a single compact, easy-to-carry unit, 23 inches in length, weighing 14 lbs.

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Meet Agenda

(*Continued from page 13*)

lease Prints, Maxwell A. Kerr, Melpar, Inc., Falls Church, Va.

9:45 A.M. **Printing Motion-Picture Films Immersed in a Liquid: Part I—Contact Printing,** J. G. Stott, G. E. Cummins, and H. E. Breton, Color Technology Div., Eastman Kodak Co., Rochester, N.Y.

10:00 A.M. **Printing Motion-Picture Films Immersed in a Liquid: Part II—Optical Printing,** J. R. Turner, D. E. Grant, and H. E. Breton, Color Technology Div., Eastman Kodak Co., Rochester, N.Y.

10:20 A.M. **Multiple-Head Reduction Printer,** James L. Carlton and James W. Kaylor, Movielab Film Laboratories, Inc., New York.

10:40 A.M. **A Color Timing Calculator for Subtractive Motion-Picture Printers,** George T. Keene, Color Technology Div., Eastman Kodak Co., Rochester, N.Y.

11:00 A.M. **Fader Control for Continuous Printers,** Garo W. Ray, Cine-Video Productions, Inc., Milford, Conn.

11:15 A.M. **A Means of Prevention of Newton's Rings During Contact Printing of Motion-Picture Film,** Charles E. Osborne, Research Laboratories, Eastman Kodak Co., Rochester, N.Y.

11:35 A.M. **A New Motion-Picture Color Laboratory,** James W. Kaylor, Movielab Film Laboratories, New York.

1:45 P.M. **Laboratory Practices Session II,** West Ballroom. H. E. White, Chairman; Robert E. Johnson, Vice-Chairman; Color Short; **Howdy, Partner,** Warner Bros. Picture Corp.

2:00 P.M. **A Modern All-Purpose Laboratory,** R. W. Payne, F. J. Quinn and A. H. Vachon, National Film Board of Canada, Montreal, Can.

2:20 P.M. **A 16mm Portable Processor,** Ralph D. Whitmore, Jr., Du Art Film Laboratories, Inc., New York.

2:40 P.M. **A New High-Speed Spray Processor for 16/35mm Black-and-White, Negative or Positive Film,** Edward V. Lewis, Houston Fearless Div., Color Corporation of America, Los Angeles, Calif.

3:00 P.M. **The New ARRI Bottom Drive, an Ideal Construction for Film Developing Machines,** Robert Richter and Herbert Lechner, Arnold & Richter K.G., Munich, West Germany.

Wednesday evening there will be a cocktail party, banquet and dance. Thursday and Friday there will be concurrent sessions on projection and theatre practices and instrumentation and high speed photography. The Friday motion picture sessions will include motion picture studio practice in the morning and sound reproduction and recording sessions in the afternoon.

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they're all talking about:—
Booth 58!!!
SMPTE SHOW

ZOOMAR CORDIALLY INVITES SMPTE members and delegates to see some of the finest, high-precision optical equipment and television lenses manufactured.

Salute to SMPTE

AT OUR BOOTH #8—our staff will cheerfully supply technical information from April 29th through May 3rd.

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 81, NO. 83 NEW YORK, U.S.A., TUESDAY, APRIL 30, 1957 TEN CENTS

Kreuzer on Progress

SMPTE Talk Cites Industry 'Sign Posts'

Drive-In, Closed Circuit TV Cable Theatres Head List

From THE DAILY Bureau

WASHINGTON, April 29. – The rowth of drive-in theatres, advances n telefilm production, developments in closed-circuit television and cable theatres were described as "signposts" for the future by Barton Kreuzer, president of the Society of Motion Picture and Television Engineers, in a speech at the opening luncheon of the or-anization's 81st convention here to-ay. The Society is meeting through riday at the Shoreham Hotel.

Barton Kreuzer

There were 820 drive-in theatres

(*Continued on page* 6)

Voman Film-Labor Bill s Vetoed by Harriman

Special to THE DAILY

ALBANY, N. Y., April 29. – Gov. verell Harriman today cited objec-ions by Labor Commissioner Isidor ubin, in vetoing the Pakula-Savarese ill which would have amended the aw to permit extra hours for women ver 21 employed in the processing or diting of films for newsreel or tele-ision use, provided the total work veek did not exceed 48 hours.

Lubin wrote the Governor his de-

(*Continued on page* 6)

Television Today Page 6

TOA Officers Plan Meeting

Top officers and executives of Theatre Owners of America will hold a "kitchen cabinet" meeting here during the week of May 13 to discuss current industry conditions and the national exhibitor organization's 1957 convention, which is scheduled for next fall.

The meeting will take place concurrently with the general industry discussions on the formation of an arbitration and conciliation system.

It was learned here yesterday that a smaller group of TOA officers, headed by president Ernest G. Stellings, may meet with a counterpart group from Allied States Association within the next two weeks to consider what exhibition contends is now necessary for inclusion in an arbitration and conciliation plan. It was stated yesterday that the prior industry

(*Continued on page* 6)

Progress Report May 9 From AB-PT Pictures

From THE DAILY Bureau

HOLLYWOOD, April 29 – A progress report on AB-PT Pictures Co. will be made to top American Broadcasting–Paramount Theatres executives and to more than 100 members of the exhibition branch of the industry at the Blackstone Hotel, Chicago, on May 9.

The meeting will be chairmanned by Sidney W. Markley, vice-president in charge of production. Irving H. Levin, president of AB-PT Pictures,

(*Continued on page* 4)

Harris Move Seen 'Warning'

New Delay Snags FCC Decision on Toll TV

Say Letter from House Commerce Head Raises Questions of FCC Power to Act

By J. A. OTTEN

WASHINGTON, April 29–The Federal Communications Commission has decided it can't resume consideration of pending subscription television proposals until it has cleared up serious questions raised by House Commerce Committee Chairman Harris (D., Ark.).

Chairman McConnaughey and other commissioners will seek to meet with Harris soon, possibly late this week.

The FCC decision came after Harris, whose committee has jurisdiction over the Communications Act, sent the Commission a lengthy letter raising major questions about the Commission's power to approve toll TV and about the desirability of such action, if it has the power.

The Harris letter, which came to

(*Continued on page* 4)

Charles Dietz Dies; With MGM in Detroit

Special to THE DAILY

DETROIT, April 29. – Charles R. Dietz, Metro-Goldwyn-Mayer field press representative here for the past 15 years and brother of Howard Dietz, vice-president of Loew's, Inc., died today at the Grace Hospital here after a ten-day illness. He joined the company in 1941 as a press representative in Denver and after a year there was transferred to Detroit. He was 70 years old.

Charles R. Dietz

In addition to the Loew executive,

(*Continued on page* 4)

Johnston Here Today; May Call Board Meeting

From THE DAILY Bureau

WASHINGTON, April 29.–Motion Picture Association president Eric Johnston, who has returned here from a European trip, will be in New York tomorrow, MPA vice - president Kenneth Clark reported. He added that Johnston may try to schedule a board meeting at that time.

He said Johnston had originally

(*Continued on page* 4)

Spring Business Uneven; Ranges From 'Above Average' to 'Poor'

Theatre business continued to be "uneven" last week, regional reports received by Motion Picture Daily show, ranging from a sharp pickup in some areas after Easter Sunday to grosses described as "far below expectations."

In Memphis, for instance, business last week was reported to be 112 per cent of average. On the other hand Cleveland neighborhood exhibitors complained that attendance was "poor."

These and other reports follow.

WASHINGTON, Theatre business at Washington first run theatres during Easter Week was as good or better than during Easter 1956, but neighborhood theatres reported poorer business.

"Around the World in 80 Days" at the Uptown has been sold out since it opened April 9. At the Ontario, "Funny Face" was reported

(*Continued on page* 7)

Todd-AO Installations Are Increasing: Netter

L. Douglas Netter, Jr., vice-president of Todd-AO in charge of the theatre equipment division, reports a steady schedule of new installations of the process for the remainder of this spring.

With 35 theatres now equipped with Todd-AO, he predicts the number will exceed 50 by July 1. Two cities, Los Angeles and Chicago, already have two theatres each fully equipped.

PERSONAL MENTION

NATHANIEL LAPKIN, vice-president of Stanley Warner Corp., left here by plane yesterday for the Coast.

•

Herbert J. Yates, president of Republic Pictures, and **William Saal**, his executive assistant, have returned to Hollywood from New York.

•

Nunnally Johnson, writer-director-producer, will leave here tomorrow aboard the "Ile de France" for Europe.

•

Sir Alexander King, Scottish exhibitor, on June 19 will receive from his alma mater, Glasgow University, the degree of Doctor of Laws.

•

George Stevens, producer-director, will arrive in New York today from the Coast, en route to Europe.

•

Elinor Hughes, drama and film editor of the "Boston Herald," has announced her engagement to **David S. Jacobus**, chief engineer of the Brookhaven (L.I.) Laboratories.

•

Otto Preminger, producer-director of "Saint Joan," and **Jean Seberg**, who has the title role, will leave here by plane otday for the world premiere in Paris.

•

Al Schuman, former general manager of the Hartford Theatre Circuit, Hartford, is visiting there with **Mrs. Schuman** from their Daytona Beach, Fla., home.

•

Sol C. Siegel, independent producer for M-G-M, and **George Englund**, his assistant, returned to Hollywood last night from New York.

•

Harrison C. Reader, president of Peak Films, has arrived in New York from London.

•

Arthur Freed, independent producer, and **Vincente Minelli**, director, will arrive in New York today from Hollywood and will leave here tomorrow by plane for Paris.

Scott Touring for 'T'

Randolph Scott has launched a 13-city tour on behalf of "The Tall T," a Scott-Brown production for Columbia Pictures, in which he has the starring role. He will visit Detroit, Cincinnati, El Paso, Austin, San Antonio, Houston, Dallas Fort Worth, Des Moines, Springfield, Mo.; Topeka, Wichita and Hutchinson, Kans.

Curtis to Present Design Of New Air Traffic Plan

Edward P. Curtis, the President's aviation adviser and a vice-president of Eastman Kodak Company, will present the design of a radically new air traffic system within a week to the White House. The design calls for "positive control" of all high-altitude traffic and all flying at designated lower altitudes on congested routes. The system would be used jointly by military and civilian aircraft.

Edward P. Curtis

Curtis worked with a team of experts on the system and was "the most enthusiastic man on the team," according to one of the staff members. His skills first came to the attention of General Eisenhower during World War II when he served as executive assistant to Gen. Carl Spaatz, chief of staff of the Strategic Air Force in the European Theatre.

Curtis started with Kodak in 1920 in the controller's office. Eventually he became a director and general manager of the company's international division. He rose to the rank, of major general in World War II and his decorations include the Distinguished Service Cross, Distinguished Service Medal, Legion of Merit and Silver and Bronze Stars.

Berlin Film Festival To Award New Prize

The Committee of Cultural Experts of the Council of Europe has announced it will award a Council of Europe Prize to be awarded annually at a film festival organized by one of the member countries of the Council. The initial prize will be awarded this year at the seventh International Film Festival in Berlin.

To be eligible, a film must have been produced by a member country alone or in conjunction with any other country. Films may be of any kind and must have been completed during the year ending March 31. A jury of five shall be chosen by the Secretary-General of the Council to select the award-winning film.

Takes Over Theatre

ALBANY, April 29—Jules Perlmutter, of Albany, has taken over the Park Theatre in Cobleskill on lease from Frank Wieting, who is retiring from business.

Experimental Contest At Belgium Film Fete

With the aim of "encouraging free artistic creation in films, a spirit of research and the exploration of new techniques," the Commissariat General of the 1958 Universal International Exhibition of Brussels, Belgium, will organize an international competition, open to makers of experimental films, it was announced. The film competition will take place under the auspices of the World Film Festival.

Eight Prizes to Be Given

A total of eight prizes will be given, including a gold medal, a silver medal and six bronze medals. The competition is open to all types of productions, silent or sound, black-and-white or color, and of any length. Each competitor may enter any number of films, provided all have been made since January 1, 1955, it was announced

Cunningham Reelected President of ASCAP

Paul Cunningham has been reelected for a second term as president of the American Society of Composers, Authors and Publishers by the board of directors. In addition the following officers were also re-elected: Louis Bernstein and Otto A. Harbach, vice presidents; John Tasker Howard, secretary; Saul H. Bourne, treasurer; George W. Meyer, assistant secretary, and Frank H. Connor, assistant treasurer.

Cunningham is the seventh president of ASCAP.

Academy Ballots Out For Board Election

From THE DAILY Bureau

HOLLYWOOD, April 29 — The Academy of Motion Picture Arts and Sciences today mailed ballots to its membership listing nominees for election to the board of governors, which consists of two members from each of the Academy's 13 branches, with one elected each year for a two-year term.

Academy president George Seaton was a first-year board member representing the Writers Guild last year and holds over for next.

Urban League Benefit

Proceeds from the world premiere of 20th Century-Fox's "The Desk Set," which will be held at the Roxy Theatre here on May 15, will be donated to the National Urban League, an agency devoted to the promotion of inter-racial understanding and cooperation. Robert W Dowling, president of City Investing Corp., will be chairman of the benefit performance.

Kansas City's C. of C. To Salute Film Industry

Special to THE DAILY

KANSAS CITY, April 29 — The motion picture industry of Kansas City will be honored at a luncheon which the Kansas City Chamber of Commerce will give on May 15, at the Muehlebach Hotel here.

Elmer C. Rhoden, president of National Theatres and formerly head of Fox Midwest Theatres in Kansas City, will be the principal speake at the event, which has been titled "A Salute to the Motion Picture Industry."

The Motion Picture Association o Kansas City is responsible for th chamber's scheduling of the toast.

Rep. Quarter Earnings Reported at $219,483

Net earnings for Republic Picture during the quarter ended on Januar 26, 1957 amounted to $219,483 o six cents per share in comparison t $773,641 and 34 cents per share fo the comparable period during th previous year.

Net Before Taxes $465,083

The report disclosed that durin the quarter ended on Jan. 26, th net before taxes was $465,083 an that Federal income taxes amounte to $245,600. In the 1956 comparabl period, the net before taxes wa $1,051,391 and Federal taxes amoun ed to $277,750 and includes $1,000,000 special capital gain income.

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co-starring KAY THOMPSON
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MAY

6 is T-day

... starting an entire week of
SPECIAL "TAMMY AND THE BACHELOR" SCREENINGS
your U.I. EXCHANGE is arranging for your territory!
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Universal International

Directed by JOSEPH PEVNEY · Screenplay by OSCAR BRODNEY · Produced by ROSS HUNTER · A UNIVERSAL-INTERNATIONAL PICTURE

PEOPLE

Nathan D. Golden, U. S. Commerce Department's film chief, plans to remain in Europe until Aug. 1. He will cover the Cannes and Berlin film festivals, will spend some time in Switzerland on Government business and will vacation for a month before returning to New York.

□

David E. Milgrim, president of Milgrim Booking Service, Philadelphia, is marking his 35th year in the industry and the 20th anniversary of the founding of the booking service. **Nate Milgrim** is associated in the enterprise with his brother.

□

Harold Miloff has been named supervisor of television, radio and film services for Trans-Canada Air Lines, Ottawa. He was formerly on the staff of the "Winnipeg Tribune."

□

Mike Kassell, with RKO Radio for 28 years, has joined Teitel Film Corp., Chicago, to handle art and specialty films in small towns and outdoor theatres.

□

Richard A. Mantz and **Charles P. Adams** have been named district sales managers for Radiant Manufacturing Corp., Chicago, **Mantz** to cover the Southeast, **Adams** the middle East. **Mantz** was formerly with Ansco Corp., **Adams** with Bell & Howell.

Toll TV Decision Is Delayed

(*Continued from page 1*)

light over the weekend, seemed at some points to be sharply critical of subscription television and at other points to be less critical. One FCC member said he felt the safest way to describe the letter was as a warning to the Commission to be darn sure it has the authority to do whatever it is going to do, and if it has any doubts about it, to come to Congress now rather than later.

Some portions of the Harris letter question the advisability of supplanting free television service with pay television, and suggest that the FCC may not have the authority to do this. At other points, however, Harris promises his committee will promptly "consider" any request from the FCC for authority.

Chairman Is Quoted

The Harris letter notes that McConnaughey, in some of his recent speeches, has admitted the Commissioners are having difficulty deciding whether they must go to Congress for authority to authorize toll TV. He also notes McConnaughey has said he would welcome advice from Congress on what the FCC should do.

The Commission has considered toll TV at several recent meetings, and reportedly a majority of the Commission is disposed to authorize a test. These reports, it is known, have prompted renewed protests to Congress from theatre owners, networks, and other groups fighting toll TV.

Harris in his letter argues that the Commissions Act empowers the FCC to make service available to all the people. He says he would have no trouble regarding toll TV as an additional source of TV programming for all the people if the viewer could take his choice between free and paid programs.

Expect Call for Long Test

Harris also contends that the Commission will be under great pressure to authorize a lengthy test of toll TV, for two or more years, on the theory that a longer test is needed to give pay TV a real chance. Experience has shown, he writes, that after so long a "test," it will be "difficult or practically impossible for the Commission to extricate itself."

Other questions raised by Harris in his letter cover such points as these: The FCC has power over common carriers, but what can it do about services which are not common carriers? Does the Commission have power to control the conditions under which decoders are sold, and to tell the public that it is all just an experiment which can be terminated in two or three years? Does the Commission have power to make sure that stations will be able to get programs from other sources than toll television? Would the public be hurt if rival toll TV systems carve out geographical areas, or should the Commission determine which system has a monopoly in each area?

Wants Legality Established

Harris winds up with this puzzler: "I conclude from your observations that the record before the Commission will contain ample and detailed evidence that the Commission has the legal power to contain and control this experiment . . . or that you will before launching it come to Congress for the broad or specific powers in that regard which the Commission must have in order to protect the public interest."

Well, shooting's over, A.J. What's next?

Sell it . . . fill the theatres!

Shouldn't be tough. Color . . . good cast . . . current topic everybody's hot on!

Mmmmm. Current topic . . . general interest. Calls for advertising in a magazine with best all-around readership . . . one that gets to the whole family!

Around my place The Saturday Evening Post gets into everybody's hands!

Perfect! And over 5 million copies sold a week. Many times that many readers, too!

And don't forget to buy color!

AB-PT Pictures

(*Continued from page 1*)

and Harry L. Mandell, vice-president, will discuss operations of the production subsidiary, whose first completed picture, "Beginning of the End," will be premiered in 80 Illinois and Indiana first-runs in June.

The parent company president, Leonard H. Goldenson, is expected to attend.

Circuit executives attending will include Jerry Zigmond, Louis J. Finske, Norris Hadaway, Henry Plitt, David Wallerstein and Raymond Willie.

Theatre Raises Admissions Second Time in 27 Years

Special to THE DAILY

HARTFORD, April 29 — A small-town Connecticut situation has announced its second price increase in 27 years.

The board of managers of the Edmond Town Hall Theatre, Newton, Conn., has voted to raise the adult admission price from 50 to 60 cents. The price was boosted from the original 40 to 50 cents during World War II. The children's admission (25 cents) is unchanged, however.

Johnston Here

(*Continued from page 1*)

planned his European trip to take "general soundings" in Rome, Paris and London, but had been taken ill in Rome and decided to skip his visits to Paris and London for the present. While in Rome, Johnston talked with a number of government and industry officials, but there were no major developments involving a new Italian film agreement, Clark said.

Charles Dietz Dies

(*Continued from page 1*)

Charles Dietz is survived by his widow, the former Eva K. Tackabury of Detroit; and two sisters, Mrs. Milton Hyams of St. Louis, and Mrs. Jacques Bernstein of New York City.

Funeral arrangements were being arranged late this afternoon.

'Days' to Play London In Cinestage Process

LONDON, April 29 —"Around the World in 80 Days" will open at the Astoria Theatre here on June 12 in the Cinestage process, producer Michael Todd has announced. The process involves reduction of the 65mm Todd-AO print to 35mm proportions on a 47-foot wide screen. Performances will be at advanced prices.

The Todd production will also be shown at the Cannes Festival in the Cinestage process, the producer reported. He said he has an option to buy 95 per cent of the stock in the Palace Theatre here and plans to take it over Aug. 5, converting it into Europe's first "roadshow house" for shows on film.

Atlanta WOMPI Names Officers for 1957-8

ATLANTA, April 29—The Atlanta Women of the Motion Picture Industry have elected the following officers for 1957-58: president, Betty Rock; first vice-president, Nell Middleton; second vice-president, Pat Brown; recording secretary, Alma Binford; corresponding secretary, Marcell Davis; treasurer, Hilda Knight; board of directors, Mary Bridges, Helen Groversten, Ernestine Carter.

"Reach for the Sky" in Gala N.Y. Premiere

CELEBRITIES, industry executives, diplomatic representatives, leaders in civic, social and business circles added to the colorful festivities which marked the gala invitational dress premiere of "Reach for the Sky," at the Sutton Theatre here last night. The evening affair followed the afternoon showing of the film for the R.A.F. Benevolent Fund, to make this one of the first dual premieres on record.

The spectacular event, which introduced the Rank Film Distributors of America as a new American releasing organization into the motion picture industry, was co-hosted by Acting British Consul General, Miss Kathleen M. Graham, M.B.E., and Mr. Kenneth N. Hargreaves, president of RFDA.

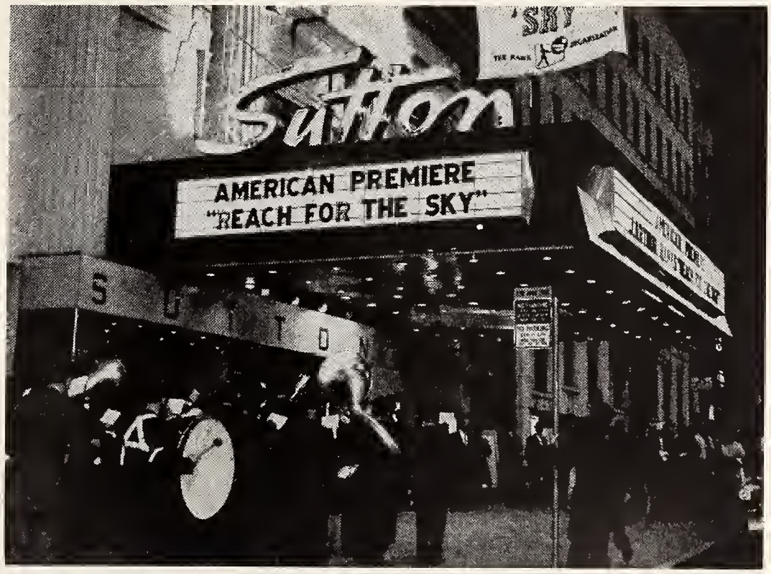
Kleig lights, the U. S. First Air Force Band under the supervision of Chief Warrant Officer William D. Berky, and radio coverage by Ray Heatherton for the Mutual network and Sid Gross for Bill Stern's "Contact" show over WINS, augmented the opening of the Rank Organization production which won the British Academy Award as "the best picture of 1956."

Kenneth More, of "Genevieve" and "Doctor in the House," fame, stars in the biographical drama based on the life of Douglas Bader, Britain's legless R.A.F. ace who has become a legend in his lifetime.

Reach for the Sky

Mrs. Kenneth N. Hargreaves, Mr. Hargreaves, president of RFDA, Peggy West, Mrs. James A. Doolittle and Geoffrey Martin, director of advertising, publicity and exploitation for RFDA.

ck Harris, Walter Reade Circuit; Irving Sochin, general sales manager r RFDA, and Clem Perry, managing director of the Sutton Theatre.



The First U.S. Army Air Force Band is shown here surrounded by crowds outside the Sutton Theatre.

r. and Mrs. Thomas Guinzburg (Rita Gam) the lobby of the Sutton Theatre just prior the performance.

Reach for the Sky
R.A.F.

Baron de Beer, Edmund Donovan and Levon Agazarian of RAF Committee meet Kenneth N. Hargreaves, RFDA president, at noon benefit.

Mr. and Mrs. Max Cohen arrive at the Sutton Theatre to attend the gala invitation premiere of "Reach for the Sky."

Television Today

PASSING IN REVIEW....

THE REASONS WHY millions of viewers continue to watch the live hour dramas week after week, in face of occasionally gross insults to intelligence and imagination were beautifully detailed last Wednesday night by CBS-TV's U.S. Steel Hour. The production was called "The Blue Serge Suit," a TV adaptation by Frank Gilroy, and it possessed all the virtues which can be the potential of any live production: simplicity, conciseness and consistency in mood. These are delicate qualities which have a way of being lost in the rough and tumble shuffle of the TV film production.

Old Theme Well Developed

In outline Gilroy's script was a sort of male variation on the "Alice Adams" theme which has served the basis for more than one soap opera: a gawky 16-year-old boy, who lives with his ne'er-do-well old man, has to scrape up $12.87 to buy a blue serge suit for his graduation. The old man is out of work and the boy, who for a number of good reasons considers himself something of a social misfit, looks to the blue serge suit as a sort of last desperate attempt to belong with his schoolmate. Under ordinary circumstances, the lather arising from this situation would be asphyxiating.

Gilroy's writing, and the production directed by Daniel Petrie, were not ordinary circumstances, however. The tale was told and played with remarkable restraint and humor. At the center of each of the characters was a hard core of honesty and awareness which disallowed sentimentality despite the huge amount of sentiment.

Climactic Scene Was Moving

These qualities were summed up in one particular scene that will remain in memory long after most current TV sets are in the junk yard: the boy's laconic old grandfather, filled with the vague suspicion and fatigue which the old have in their dealings with the young, offers the boy the use of his blue serge suit, custom-made 47 years before and in which the old man planned to be buried. The boy tries on the ancient garment which, of course, is ridiculous in both fit and style. Suddenly, however, he realizes the depth of the generosity of the grandfather's offer and accepts the gift. The grandfather eyes the boy, who is truly a sight, and says thoughtfully, "Well, we can always let down the pants."

The performances were top-notch: Burt Brinckerhoff as the boy, Robert Simon as his father, Joseph Sweeney as his grandfather, and Phil Abbott as the narrator, who put the tale in the frame of a gentle, sharp, reminiscence. Theoretically, there is no reason at all why "The Blue Serge Suit" could not have been done on film, with just as great effect. But then perhaps there would have been a tendency to show more, to expand the locale, and thus to show less of the big scenes and more of the little ones. This, actually, may be the reason few scripts like this ever show up on film. Too many dissolves and connectives.

IBM Machine Is Clairvoyant

More conventional in aspect, but a good thriller nevertheless, was Harold Swanton's "Mechanical Manhunt," NBC-TV's Alcoa presentation Sunday night. In this, an IBM machine, which already has predicted the outcome of a Presidential election, gets down to the more serious business of predicting that a beautiful photographer's model is going to be pushed off a mountain top in Wyoming. Don't ask how or why. The script held. One that definitely didn't was Kraft's Wednesday night adaptation of an old Jacques Duval piece, now called "A Night of Rain." The most conspicuous contribution by director Norman Lloyd was Nina Foch's itty-bitty way of walking. Absurd. Mike Wallace came to the network (ABC-TV) Sunday night and after the foolish interview with Gloria Swanson, viewers in Kansas City may well think New Yorkers are overly excitable.—*V.C.*

Nixon Will Preside at NBC Cornerstone Rite

Vice-president Richard M. Nixon will install the cornerstone of the new Washington building of the National Broadcasting Company in a special ceremony on Thursday. The $4,000,000 installation, which will be completed in the fall, is located on a seven-acre tract at 4001 Nebraska Ave., N.W.

Participating in the cornerstone ceremony with Nixon will be Robert W. Sarnoff, president of NBC; George C. McConnaughey, chairman of the Federal Communications Commission, and Carleton D. Smith, NBC vice-president and general manager of the NBC owned Washington stations, WRC and WRC-TV. The cornerstone ceremony will be televised on the NBC-TV Network program "Today."

Wins Boston Channel

BOSTON, April 29 — The Boston Herald-Traveler Corp.'s radio station WHDH has been awarded TV Station Channel 5 here by the Federal Communications Commission in Washington. The station expects to build its TV transmitting tower in Newton, Mass., and to be on the air by Christmas, according to Robert B. Choate, publisher of the newspapers and president of WHDH, Inc.

Industry 'Sign Posts' Cited

(*Continued from page* 1)

in 1945, and today there are 4,500, Kreuzer pointed out. He identified this as "signpost for the road ahead," also citing the fact that 90 million dollars has been allocated to telefilm production this year.

Future Society conventions will probably give attention to the "cable video theatre," Kreuzer said. He also cited closed-circuit TV with an emphasis on its applications to educational training and commercial uses.

In discussing video tape recording, he said that in 1956 it is estimated that the usage of magnetic tape amounted to more than seven billion feet of ¼-inch tape, chiefly for sound recording purposes. In 1961 it is estimated that video tape usage alone expressed in square feet of area of tape may account for an increase of tape consumption of 70 per cent.

Jack Woolley Heard

Following his speech on the progress of the Society and the motion picture and TV industries, Kreuzer introduced Jack Woolley, special assistant for public affairs to the Secretary of the Navy. Woolley told the Society delegates of the importance of educational films for the Navy.

Regular convention sessions began in the afternoon with standardization as the subject. Glenn Dimmock, chairman of the Society's standards committee, gave a report on that group's activities, and other speakers included J. W. McNair, American Standards Association; Dr. E. K. Carver, Eastman Kodak Co.; and Boyce Nemec, management consultant.

Evening sessions were devoted to videotape recording, with speeches and demonstrations by executives of the Ampex Corp.

Dimmock reported that in the past year SMPTE's 14 engineering committees had initiated 49 separate actions leading toward standardization. Twelve of these actions, he said, had resulted in agreement on standards; 22 were in the process of becoming standard and an additional 15 actions are currently under discussion in the engineering committees.

Actions Described

Breaking down the 49 actions, Dimmock declared that 12 pertained to methods and equipment for sound recording and producing, 10 to projectors, eight to film dimension, eight to cameras, four to screens, three to test films, two to printers, one to safety film and one to density measurement on color film.

McNair told the meeting that far from being a block to progress, a standardized industry "maintains itself in dynamic equilibrium, while avoiding a static condition."

TOA Officers

(*Continued from page* 1)

drafts would be studied at this meeting.

The Allied group will be coming to New York from meetings of its Emergency Defense Commitee and board of directors in Detroit, May 6-9, with instructions on what to propose on arbitration and conciliation in the following week's talks with TOA leaders and with the distribution arbitration group.

The "kitchen cabinet" meeting of TOA officers and executives is scheduled to include Stellings, Myron N. Blank, Mitchell Wolfson, Sam Pinanski, Si Fabian, George Kerasotes, Albert M. Pinkus, Herman M. Levy, and Joseph G. Alterman. Walter Reade, Jr., was also slated to join the discussion, but he is leaving here on May 8 for Europe.

Convention High on the Agenda

The informal agenda for this TOA meeting includes all TOA affairs. Tops on the list is the 1957 convention and the scheduling of activities during the Nov. 20-23 event in Florida. Other matters include a report on progress being made in the search for an executive director, the industry business building program, product supply and summer releases, legislative matters including minimum wages and small business administration loans to theatres, and cable theatre subscription television.

N.Y. Labor Bill

(*Continued from page* 1)

partment "felt very strongly this bill as it is now constituted, goes far beyond the problem it initially sought to alleviate"; the exemption was "so broad it would legally permit an employer to work his female employees for an unlimited number of hours a day for at least two days in any one week."

"Further," the Commissioner said, "the exemption is granted for the processing of all film and not solely the processing of newsreel film, as had initially been sought by this industry."

"With full appreciation of the difficulties confronting the film processing industry," the Governor was "constrained to withhold approval of the bill in its present form."

"If, at the next session, legislation is resubmitted which solely meets the emergency nature of the problem and also affords the necessary protection to female employees, I shall be glad to give it my earnest consideration," Harriman concluded.

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East Circuits Grosses 'Par'

Theatre business in Eastern circuit first-run and suburban theatres and in Broadway houses during this past Easter holiday period was considered by a number of exhibitors here as "on a par with last year's Easter grosses, but under expectations."

A majority of the theatre owners and managers, excluding those at the Radio City Music Hall and the Roxy Theatre where records were set for last week's holiday, said that a comparison could not be accurately drawn for "the holiday was at a different time, product was not the same, weather and other conditions differed."

Officials Generally Satisfied

An official of American Broadcasting-Paramount Theatres said that the box office was good and that business was slightly better than last year's Easter Week. Speaking for Loew's Theatres, both in Metropolitan New York and out-of-town, an official said that by and large, with the exception of a few spots that were behind, business is about the same. An RKO Theatres executive said that it has been "a nice Easter Week," with business good and in some cases ahead of last year.

An official for Brandt Theatres reported that good weather through most of the Easter holiday period was a hindrance to theatre business. He said that in some first-run houses, business was better than last year, but in the neighborhoods, it was behind. This viewpoint was shared by officials at other theatre circuits.

High Court to Rule in Loew's Parody Dispute

From THE DAILY Bureau

WASHINGTON, April 29 – The Supreme Court today agreed to rule whether a burlesque or parody of a copyrighted work is a copyright infringement.

Argument in the case won't be held until the fall, however, putting off a final decision until the end of 1957 or early 1958.

A Federal district court and a circuit court of appeals have ruled that a parody is a copyright infringement, upholding a suit by Loew's against CBS, the American Tobacco Co. and Jack Benny for a parody of the Loew's film, "Gaslight."

'An Important Issue,' Says CBS

In appealing the case to the high court last month, CBS argued that the case presented "an important issue," and that if the lower court decisions were allowed to stand, they would "have a stifling effect on parody and burlesque" and give authors in these fields "no alternative but to abandon their art."

The appeal emphasized that "an increasingly important segment of the developing medium of television consisted of parodies and burlesques performed by established artists."

The case started in January 1952 when a Benny television show over CBS parodied "Gaslight." Loew's notified CBS it regarded this as a copyright infringement, but CBS said the show was a parody and did not infringe the Loew's copyright. In May 1953, CBS began preparation of a filmed TV show called "Autolight," again starring Benny and burlesquing "Gaslight." Loew's then brought suit, and won both in district and circuit courts.

Spring Business Is Found Average to Poor

(*Continued from page 1*)

boosting business 40 per cent above Easter 1956, and "Cinderella" at RKO Keith's was also reported doing business well above the 1956 figures. Other films holding business high at first-run theatres were "Bachelor Party," "Boy On A Dolphin," and "Spirit of St. Louis."

Managers of neighborhood theatres attributed their poor business estimated in some cases as much as 20 per cent below Easter last year, to a poorer run of pictures available this year.

MEMPHIS—First run attendance, which started on the upgrade the week ending April 20, has continued to climb in Memphis.

Attendance at Memphis' five first runs had been around 90 per cent of average. The week ending April 20 showed 111 per cent of average, and the following week overall attendance showed 112 per cent of average.

HARTFORD – Theatre grosses in Connecticut are registering uneven fluctuations in the Spring of 1957, say top industry observers.

At the height of impressive business has been Paramount's "The Ten Commandments," chalking up long-run engagements at the Allyn, and the Paramount Theatre, both in Hartford.

At the other extreme, however, is a sizable roster of releases that have not done even anticipated business in the first-runs and are limping in the sub-runs and suburban houses.

Milton LeRoy, Blue Hills Drive-In Theatre Corporation, told MOTION PICTURE DAILY: "This industry is becoming more and more a weekend operation, and even then we must come up with as strong an attraction as available to counter-attack against the heaviest barrage of entertainment competition this country has ever known."

MILWAUKEE – Theatre business, which was not up to expectations for Easter Sunday, picked up a bit last week. In general, exhibitors said, the increase was better than last year.

CLEVELAND—Poor Easter Sunday business in the Greater Cleveland neighborhood houses was followed by still poorer post-Easter business, according to a majority of exhibitors, resulting, they said, in lower grosses than for Holy Week. Usual first-of-the-week poor business was further hurt by TV and radio tornado warnings on Tuesday evening urging the public to stay close to their sets from 6 P.M. to 9 P.M. for storm warnings.

'Allison,' 'Dolphin' Strong

Downtown theatres, which had a good Easter Sunday, report consistently good business all week with "Heaven Knows, Mr. Allison" doubling the week's Hippodrome gross with approximately $25,000 and "Boy on a Dolphin" hitting a high $19,000 at the Stanley Warner-Allen Theatre.

NEW ORLEANS – Theatre business here during the start of the Easter Holiday was far below expectation for most of the first run theatres, as well as those of the neighborhood and drive-in theatres, but it picked up considerably after Easter Sunday. The pre-season hot weather and the week's school and college vacations enticed large crowds to the Gulf Coast and surrounding lakes.

Ernest MacKenna, manager of the Joy Theatre, said business was exceptionally good all during the week's engagement of "Tattered Dress." Asa Booksh, manager of RKO Orpheum where "The Spirit of St. Louis" opened on Easter Eve, like so many other local exhibitors, blamed the weather for the rather disappointing crowd on Easter Sunday, because business the next day and during the week was "outstanding," despite the reopening of schools on Tuesday.

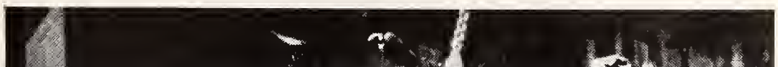
Similar reports were made by the management of Loew's State where "Bachelor Party" is showing, except that the rise in attendance started in midweek. Many of the neighborhood and drive-in theatres are looking forward to a greater post Easter week-end with the showing of "Oklahoma."

OTTAWA, April 29—Theatre business was "only fair" on Easter Sunday and the period following, in this city, leading exhibitors have reported. In most cases the weather is blamed; there was a sudden, sharp rise in the thermometer to 70 degrees, which has encouraged outdoor activities.

Odeon and Drive-ins Filled

One notable exception to the "fair" business has been the Odeon, where "Heaven Knows, Mr. Allison" has done extremely well.

Moreover, the four drive-in theatres in the area reported "unusually good" attendance with this, too being attributed to weather conditions.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MOTION PICTURE DAILY

Concise and to the Point

VOL. 81, NO. 84 NEW YORK, U.S.A., WEDNESDAY, MAY 1, 1957 TEN CENTS

At EDC Meet

Allied Unit Mulls Action vs. Justice

Myers Bulletin Notes 'Antagonistic Attitude'

From THE DAILY Bureau

WASHINGTON, April 30. – The Emergency Defense Committee of Allied States Association, headed by Irving Dollinger, chairman, may recomment to the board of directors of Allied a program of action against the anti-trust division of the Department of Justice in hope of modifying its "antagonistic attitude" toward the motion picture business and indepen-

(*Continued on page* 6)

IFE Program Here Could Assure Product Flow

The success of IFE's projected plan of distribution in this country through territorial franchise holders in turn is expected to resolve the company's problem of product supply, Seymour Poe, executive vice-president, said yesterday. Good distribution results, he pointed out, will almost certainly attract new product from independent Italian producers.

Poe said IFE has seven pictures

(*Continued on page* 6)

Invite 3,000 to Bow of 'Big Show' at Roxy Here

Over 3,000 representatives of national theatre circuits, independent exhibitors and members of the press, radio and TV have been invited to the world premiere of 20th Century-Fox's "The Big Show" at New York's Roxy Theatre here May 8. The film is a 90-minute CinemaScope product feature outlining 20th's release schedule of 55

(*Continued on page* 5)

Television Today Page 5

Malco Theatres Applies for Second UHF Station

Special to THE DAILY

MEMPHIS, April 30—Malco Theatres, Inc., of Memphis has applied to the Federal Communications Commission for a UHF television station at Kansas City, Mo.

This is the second application filed by Malco within the week; last week it filed for a UHF station at Columbus, Ohio.

M. A. Lightman, Jr., Malco official, said, "We have operated a UHF-TV station at Evansville for four or five years. We have applied for channels in Columbus and Kansas City, and will soon apply for several others, for commercial purposes.

SBA Notifies TOA of Loan Policy Position

Wendell Barnes, the Small Business Administration's chief executive, has notified Theatre Owners of America of the SBA position regarding the exhibitor organization's request that the SBA loan policy be liberalized to include mortgage loans, it was learned yesterday.

In a letter to Philip F. Harling, chairman of the TOA committee which prepared the request, Barnes explains his agency's viewpoint. Harling, who would not disclose the contents of the SBA Administrator's letter yesterday, said that he is studying it and expects to reply by the end of this week. It was indicated that the SBA took no

(*Continued on page* 6)

Replies to Request for Inquiry

U.S. Won't Interfere In RKO, Univ. Deal

Letter to SCTOA Says 'Further Action Is Not Contemplated at Present Time'

The Department of Justice has no objections to the agreement of RKO Radio Pictures with Universal Pictures for distribution of RKO product and the anti-trust division does not "contemplate further action at this time," MOTION PICTURE DAILY learned here yesterday.

The Justice approval of the RKO-U-I deal has been outlined in a letter to the Southern California Theatre Owners Association, which had formally protested the distribution deal over the signature of Victor R. Hansen, assistant attorney general of the anti-trust divisions of the Department of Justice.

In response to the SCTOA communication, Hansen wrote, in part: "RKO has suffered very large losses during the last ten years. In 1956 its domestic film rentals had dropped to a fraction of what they had been in 1947. Distribution costs did not decline proportionately..

"Because of this its distribution costs per dollar of domestic film

(*Continued on page* 6)

New Ohio Censor Bill Would 'Classify' Films

Special to THE DAILY

COLUMBUS, O., April 30.—Films shown in Ohio would be classified as either "adult" or "family" under the terms of a substitute censorship bill scheduled to be presented tomorrow to the Senate Education Committee by Sen. Andrew Putka, Dem., Cleveland, author of an earlier general censorship bill apparently stymied in committee.

The new bill is similar to censor laws in Quebec and England and uses part of the approach used by the Legion of Decency, which classifies films in several categories. Unlike the Legion's system, the Putka measure has no "condemned" classification, however.

A censor board named by the gov-

(*Continued on page* 5)

Policy of Strong Attraction in Fine Outlying House Is Success for Kallet

Special to THE DAILY

SYRACUSE, April 30–A successful demonstration of the ability of good, modern theatres to attract exceptional business to outlying locations when top attractions are made available to them has been given again by Kallet's Shoppingtown Theatre, about four miles east of here.

The 1,000-seat theatre opened March 20, designed in the latest style equipped with everything modern, including Todd-AO. Starting with "Oklahoma!" in that process, 28 days after downtown Syracuse played the picture in CinemaScope, and bucking the competition of six other houses playing the CinemaScope production day-and-date at lower admission prices, the Shoppingtown outgrossed the aggregate of its area competition.

It played to near capacity for two weeks, unusual for any theatre in this area, and was brought back for another 10 days at Easter with similar results. Its admission scale is 90 cents and 35 cents, whereas downtown first run scale is 90-75-35, and the subsequent run competition's scale is 60 and 65 cents top. Its first two weeks gross was $10,500 and it

(*Continued on page* 2)

Loew's Directors Okay Vogel Report, Dividend

A full report by Joseph R. Vogel, president of Loew's, Inc., on all phases of the company's activities was approved yesterday by the board of directors.

At the same time, the board voted the regular quarterly dividend of 25 cents, payable June 30 to stockholders of record on June 14.

Report a Plan to Wire L. A. County for Pay-TV

From THE DAILY Bureau

HOLLYWOOD, April 30 – Los Angeles county, comprising Los Angeles and more than 75 other cities and communities, would be wired for pay television if a project being discussed with financial interests here comes to fruition, MOTION PICTURE DAILY learned today. Edwin W.

(*Continued on page* 5)

PERSONAL MENTION

ERIC JOHNSTON, president of Motion Picture Association of America, and KENNETH CLARK, vice-president, returned to Washington yesterday from New York, and will return here tomorrow.

•

THOMAS F. O'NEIL, chairman of the board of RKO Teleradio Pictures, and WALTER BRANSON, vice - president of RKO Radio in charge of worldwide distribution, will leave here today aboard the "Ile de France" for Europe.

•

CHARLES "BUD" BARRY, Loew's vice-president in charge of television operations, will leave here over the weekend for Hollywood.

•

JACK M. WARNER, executive in charge of the television, commercial and industrial film department at Warner Brothers, has arrived in New York from Hollywood.

•

RALPH HETZEL and GRIFFITH JOHNSON, vice-presidents of Motion Picture Export Association, have arrived in Copenhagen from London, and will leave there tomorrow for Cannes. They will return to New York from Europe on May 10.

•

THOMAS J. HARGRAVE, chairman of the board of Eastman Kodak Co., will leave here today with MRS. HARGRAVE aboard the "Queen Elizabeth" for London.

•

CHARLES BOASBERG, worldwide sales head for Paramount's "The Ten Commandments," is in Buffalo from New York.

•

JACK HOLMES, general representative in Italy for Walt Disney Productions, will return to New York with MRS. HOLMES today from Europe.

•

HARRY F. SHAW, division manager in New Haven, Conn., for Loew's Poli-New England Theatres, and MRS. SHAW will sail from Baltimore on Friday for Ecuador.

Cardinal to Be Guest

His Eminence Francis Cardinal Spellman will be the guest of honor at the 35th anniversary luncheon of the International Federation of Catholic Alumnae at the Waldorf Astoria May 20. The luncheon will mark the 25th anniversary of Mrs. James F. Looram as chairman of the Federation. The Federation reviews pictures for the Legion of Decency.

Kallet Policy

(*Continued from page 1*)

added another $7,000 on the return engagement.

The Shoppingtown now is playing "The Ten Commandments" on a move-over from downtown Syracuse. On May 29 it is scheduled to get the local booking of Mike Todd's "Around the World in 80 Days."

The Shoppingtown, as its name implies, is in a magnificent outlying shopping center where plenty of parking space is available, and readily accessible to a populous and still growing area. The combination of strong attractions in pleasant surroundings convenient to the patrons is paying off here. Many believe it is the pattern for successful theatre operation of the future.

Indoor-Outdoor Theatre Opened in Columbus

COLUMBUS, O., April 30 – The Airport, first indoor-outdoor theatre in Franklin County, has been opened by Frank Yassenoff, operator of the Eastside, CCC and West Fifth Avenue drive-ins.

The new combination theatre has an indoor section seating 400 in the center of the 1,000-car parking area. Indoor patrons view the screen through wall-sized plate glass.

Concede Most Ad Data Exempt in Mich. Tax

DETROIT, April 30–Michigan Allied has announced that its counsel, David Newman, has succeeded in having the Michigan Department of Revenue concede that most of the advertising material which it claimed was subject to the 3 per cent use tax, is now exempt from such taxation. This includes 22 x 28s, 11 x 14s, 40 x 60s and inserts. Subject to tax are stills and from one to twenty-four-sheets.

Honor Buffalo Salesman

BUFFALO, April 29. – Exhibitors and distributors from this exchange area honored G. Emerson Dickman, Sr., retiring 20th-Fox salesman, at a testimonial dinner held in the local Variety Club. He was with Fox Film and 20th-Fox for 35 years and was one of the original members of the Variety Club.

UA Tie-in with Bout

United Artists is exploiting interest in tonight's Robinson-Fullmer middleweight championship bout in Chicago to launch a personal appearance tour by ex-ring champ Barney Ross in behalf of "Monkey On My Back," Edward Small production dramatizing Ross' life story.

Five Eastman Kodak Directors Reelected

Special to THE DAILY

ROCHESTER, N. Y., April 30. – Share owners of the Eastman Kodak Company re-elected five directors at the annual meeting today in Flemington, N. J. They are Thomas J. Hargrave, Kodak board chairman; Paul S. Achilles, vice-chairman of Board of Psychological Corporation, New York City; Adolph Stuber, retired Kodak vice-president; Frederick C. Crawford, board chairman of Thompson Products, Inc., Cleveland, O.; and Edward P. Curtis, Kodak vice-president, who is responsible for the company's motion picture film sales and foreign sales and advertising.

Eastman Kodak Earnings Up 5% for Quarter

ROCHESTER, N. Y., April 30.– The Eastman Kodak Co. has recorded its best first quarter for sales and earnings, it was reported yesterday by Thomas J. Hargrave, chairman, and Albert K. Chapman, president.

Consolidated sales of the company's United States establishments for a 12-week period ending March 24, 1957. were $163,081,735, an increase of 5.4 per cent over $154,744,604 for the corresponding 1956 period.

Net earnings after taxes for the first quarter were $17,677,378. This was 4 per cent above $16,998,185 earned in the first quarter a year ago. The best previous first quarter for sales and earnings was in 1956.

Quarterly earnings equal to 91 cents per share on 19,191,123 common shares outstanding compared with 92 cents a share on 18,277,260 common shares at end of 1956's first quarter.

AA Acquires Buffalo, Albany Exchanges

Arrangements have been concluded for Allied Artists to acquire its Albany and Buffalo exchange offices, formerly franchise-owned by Harry Berkson and Nate Dickman, it was announced yesterday by Steve Broidy, AA president. The change will be effective Friday.

Representing Allied Artists in the negotiations with Berkson were Edward Morey, AA vice-president, and Earl Revoir, assistant treasurer.

'Pink' Set in London

"The Fuzzy Pink Nightgown," Russ-Field's comedy for UA release will have its world premiere at the Leicester Square Theatre, London, May 9, it was announced yesterday by Arnold M. Picker, United Artists vice-president in charge of foreign distribution.

U-I Sales Meet In Rome May 9

Universal - International's 1957 Euopean sales conference will get underway in Rome May 9. Attending will be top executives from the United States, U-I's Continental headquarters in Paris and managers, sales heads and publicity directors from 15 European countries.

Nate J. Blumberg, chairman of the board, who is currently on a company business trip in Europe, will head the U.S. delegation, along with Alfred E. Daff, executive vice-president of Universal Pictures, Inc., and president of its overseas subsidiary and foreign general manager and vice - president Americo Aboaf.

Group business sessions are scheduled for May 13 and 14 with the balance of the time set aside for individual meetings and for screenings.

Wins Music Damages

Bourne, Inc., a publisher member of the American Society of Composers, Authors and Publishers, has been awarded judgment for $250 against the Grand Opry Club, Louisville, Ky., in a copyright infringement action charging the defendant with the unauthorized public performance for profit of the plaintiff's musical composition. The judgment awarded damages of $250, plus costs and attorneys' fees.

Set 'Tammy' Preview

Universal Pictures' 32 domestic branch offices will mark "Tammy and the Bachelor Week" starting Monday by holding special invitational "sneak previews" for exhibitors and their families of the new comedy, "Tammy and the Bachelor."

C. Dietz Funeral Thurs.

DETROIT, April 30.–Funeral services for Charles D. Dietz, local press representative for the past 15 years, who died Monday, will be held Thursday at 1 P.M., at the Crosby Undertakers at Hamilton and Glendale here.

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SHEER PLEASURE

It's Christmas in July when hundreds of theatres hang up M-G-M's "Silk Stockings." Filled with box-office appeal, they'll fill your house with spectacular, zingy entertainment!

MONEY FACTS:

1. "SILK STOCKINGS," the two-year Broadway stage hit on the screen in a BIG, bouncy, CinemaScope and Color production.

2. The wonderful story was picked by Arthur Freed of "American In Paris" fame for his first independent offering and he's given it the works.

3. Cole Porter's magic music and lyrics. 13 of his top tunes, plus new ones, including "Ritz Rock 'n Roll."

4. Another big triumph for Fred Astaire and co-starring is Cyd Charisse at her greatest. Big talent cast includes Janis Paige, Peter Lorre and others.

5. Smooth as "Silk Stockings" promotion in the big-time M-G-M manner. National magazines, newspapers, radio, TV.

M-G-M Presents
AN ARTHUR FREED PRODUCTION
Starring
FRED ASTAIRE
CYD CHARISSE

Silk Stockings

Also Co-Starring **JANIS PAIGE**
PETER LORRE
With GEORGE TOBIAS · JOSEPH BULOFF
JULES MUNSHIN
Screen Play by LEONARD GERSHE
and LEONARD SPIGELGASS
Suggested by "NINOTCHKA" by MELCHIOR LENGYEL
Music and Lyrics by COLE PORTER
Book of Original Musical Play by
GEORGE S. KAUFMAN,
LEUEEN McGRATH
and ABE BURROWS
Produced on the Stage by CY FEUER and ERNEST H. MARTIN
in CINEMASCOPE and METROCOLOR
Directed by ROUBEN MAMOULIAN

SMPTE Concurrent Sessions on Tomorrow

Projection, High Speed Photography Scheduled for Discussion on Thursday; Processing, Sound Recording Friday

WASHINGTON, April 30—Concurrent sessions on projection and theatre practice and instrumentation and high speed photography lead the agenda Thursday of the 81st semi-annual convention of the Society of Motion Picture and Television Engineers now underway at the Shoreham Hotel here.

The complete program for Thursday and Friday are printed below, the ones for the three previous days having been published in Motion Picture Daily last Monday.

THURSDAY

9:00 A.M. **Projection and Theatre Practices,** West Ballroom, Herbert Barnett, Chairman; Wilson E. Gill, Vice-Chairman; Color Short, **Magic in the Sun,** Warner Bros. Pictures Corp.

9:15 A.M. **An Improved Heavy-Duty 16mm Projector,** Edwin C. Fritts, Apparatus and Optical Div., Eastman Kodak Co., Rochester, N.Y.

9:30 A.M. **Improved 16mm Projector for Research Films,** J. S. Watson, G. H. Ramsey and S. A. Weinberg, University of Rochester School of Medicine and Dentistry, Strong Memorial Hospital, Rochester, N.Y.

9:50 A.M. **Balcold Reflector,** H. H. Schroeder and A. F. Turner, Bausch and Lomb Optical Co., Rochester, N. Y.

10:10 A.M. **Some Comments on Procedures Used to Compare Theatre Screens,** Yorick G. Hurd, 20th Century-Fox Film Corp., New York.

10:35 A.M. **Modern Theatre Service Procedures,** Edward Stanko, RCA Service Company, Inc., Camden, N.J.

11:00 A.M. **Equipment Replacement in Army and Air Force Theatres,** W. D. Shepard, Army and Air Force Motion Picture Service, St. Louis, Mo.

11:20 A.M. **A Method of Protecting Film and Lengthening its Serviceable Life,** Paul M. Robins, Permafilm, Incorporated, N.Y.

9:00 A.M. **Instrumentation and High-Speed Photography,** Tamerlane Room, D. Max Beard, Chairman; Walter Frazer, Vice-Chairman; Color Short, **Baffling Bunnies,** Terrytoons Div. of CBS, released through 20th Century-Fox.

10:40 A.M. **Some Practical Considerations in the Analysis of High-Speed Motion-Picture Data,** William G. Hyzer, William G. Hyzer & Associates, Janesville, Wisc.

9:40 A.M. **Photographic Instrumentation at the Air Force Armament Center,** H. C. Schepler, Air Force Armament Center, Eglin AFB, Fla.

10:05 A.M. **Some Photographic Problems Involved in the Search for Small Natural Satellites of the Earth,** Clyde W. Tombaugh, Chief Investigator of a Project Supported by the Office of Ordnance Research U.S. Army, Box CM, Duke Station, Durham, N.C.

10:30 A.M. **Aerodynamic Features With a 16mm On-Board Missile Camera,** B. Benjamin, Sandia Corp., Albuquerque, New Mex.

10:55 A.M. **A New Shoulder-Mounted Tracking Camera,** A. M. Erickson and C. G. Grover, Naval Ordnance Laboratory, White Oak, Md.

1:45 P.M. **Missile Photography Session,** West Ballroom, S. M. Lipton, Chairman; Howland Pike, Vice-Chairman; Color Short, **Timid Tabby,** Loew's, Inc.

2:00 P.M. **Atmospheric Limitations on Missile Photography,** S. Q. Duntley, Scripps Institution of Oceanography, University of California.

2:20 P.M. **Atmospheric Optics,** H. C. Schepler, Air Force Armament Center, Eglin AFB, Fla.

2:40 P.M. **Detection and Recording of Objects Against a Sky Background ("Visibility"),** E. P. Martz, Jr., Holloman Air Development Center, New Mex.

3:00 P. M. **Wide-Field Photogrammetric Cameras in Missile Testing,** J. E. Durrenberger, Flight Determination Laboratory, White Sands Proving Ground, New Mex.

3:25 P.M. **Flying Camera Stations,** Floyd A. Kinder, U.S. Naval Ordnance Test Station, China Lake, Calif.

3:50 P.M. **Optical-Photographic Tracking Instrumentation,** A. H. Schendel, Range Instrumentation Development Div., Integrated Range Mission, White Sands Proving Ground, New Mex.

4:15 P.M. **Some Optical Techniques for Determining Rocket Flight Characteristics,** Walter L. Hales, U.S. Army Ordnance Corps, Redstone Arsenal, Huntsville, Ala.

4:40 P.M. **A Design and Operational Philosophy for an Ultra-Precision Tracking Mount System for Missile Test Ranges,** John A. Clemente, U.S. Naval Ordnance Test Station, China Lake, Calif.

THURSDAY EVENING

7:30 P.M. **Television Session,** West Ballroom, Clyde M. Hunt, Chairman; Gerald G. Graham, Vice-Chairman; Color Short, **Chip and Dale,** Walt Disney Prod., released through Buena Vista Dist. Co.

7:45 P.M. **Devices for Making Sensitometric Exposures on Embossed Kinescope Recording Film,** Edward M. Crane and C. H. Evans, Research Laboratories, Eastman Kodak Co., Rochester, N.Y.

8:05 P.M. **An Operational Method of Checking Colorimetry in Color TV Systems,** S. L. Bendell and H. N. Kozanowski, Radio Corp. of America, Camden, N.J.

8:25 P.M. **Black Level — the Lost Ingredient in Television-Picture Fidelity,** R. G. Neuhauser, Tube Div., Radio Corp. of America, Lancaster, Pa.

8:50 P.M. **A 16mm Television Projector for Use With a Vidicon Camera,** Edwin C. Fritts, Apparatus and Optical Div., Eastman Kodak Co., Rochester, N.Y.

9:05 P.M. **Automatic Program Control for Television Broadcasting,** A. C. Angus, Studio Facilities Engineering Sec., General Electric, Syracuse, N.Y.

9:25 P.M. **Automatic Gain Control in TV Automation,** M. H. Diehl, W. J. Hoffman and W. L. Shepard, Broadcast Studio Engineering, General Electric, Syracuse, N.Y.

9:45 P.M. **Wide-Screen Television,** Seymour Rosin and Madison Cawein, Grimson Color, Inc., New York.

FRIDAY

9:00 A. M. **Motion Picture Practice,** West Ballroom, John A. Maurer, Chairman; Gerald J. Badgley, Vice-Chairman; Color Short, **History of the Cinema,** Halas and Batchelor, London, Eng., released through Louis de Rochemont Assoc.

9:15 A.M. **A New Canadian Government Film Center,** Gerald Graham, National Film Board of Canada, Montreal, Que.

9:35 A.M. **Sound-Recording Facilities in Canada's Newest Film Studio,** Norman F. Bounsall, National Film Board of Canada, Montreal, Que.

9:55 A.M. **New Studio Design Features for Commercial Production,** James E. Larsen, Academy Films, Hollywood.

10:15 A.M. **Tri-Partition of a Sound Stage,** D. J. Bloomberg, Republic Studios, Studio City, Calif., and M. Rettinger, RCA Victor Div., Hollywood.

10:35 A.M. **A New Automatic Iris Control for Motion-Picture Cameras,** Mervin W. La Rue, Jr., Bell & Howell Co., Chicago.

10:55 A.M. **Ultra-Cold Weather Photography,** Richard R. Conger, Photographer U.S. Navy, Ass't Photographic Officer, Task Force 43 (Operation Deep Freeze).

11:25 A.M. **An All-Electronic Counter for Projection and Other Film Uses,** Don V. Kloepfel, General Film Laboratories Corp. Hollywood.

11:45 A.M. **Anamorphic Lens System,** Seymour Rosin, Scanoptic, Inc., New York.

9:00 A.M. **Instrumentation and High-Speed Photography,** Tamerlane Room, John H. Waddell, Chairman; A. M. Erickson, Vice-Chairman; Color Short, **Kitten Sitter,** Terrytoons Div. of CBS, released through 20th Century-Fox.

9:15 A.M. **A Multipurpose Continuous Film Processing Machine for Instrumentation Photography,** D. S. Ross, PSC Applied Research Limited, Toronto, Ontario, Can.

9:35 A.M. **Photo Processing Units,** Robert Polk and C. N. Edwards, Fairchild Camera and Instrument Corp., Hicksville, L.I., N.Y.

9:55 A.M. **Xenon Electronic Flash Sensitometer,** C. W. Wyckoff and H. E. Edgerton, Edgerton, Germeshausen, & Grier, Inc., Boston, Mass.

10:20 A.M. **Recent Advances in the Design of Rotating-Prism Cameras,** Kenneth Morgan, Fairchild Camera and Instrument Corp., Long Island.

1:45 P.M. **Sound Recording and Reproduction Session,** West Ballroom, Ellis W. D'Arcy, Chairman, Jack C. Greenfield, Vice-Chairman; Color

(*Continued on page 5*)

Gov't Research Plays Big Role At Convention

Large-Screen, Closed-Circuit TV In Color Urged by TNT's Halpern

From THE DAILY Bureau

WASHINGTON, April 30—Motion picture and television engineers should help develop good color techniques for big screen closed circuit television, Nathan L. Halpern, president of TNT Tele-Sessions, Inc., declared here today.

Speaking before an evening meeting of the 81st convention of the Society of Motion Picture and Television Engineers, Halpern declared that "true big screen color represents the next great technical and business advance in the close circuit medium."

Halpern stressed the "growing acceptance of closed circuit TV as a regular communications medium," saying it is "the modern way for a business group to communicate." In the last three years, he said, more than 100 organizations have spent some $15,000,000 on closed circuit television, with at least 4,000,000 people in the audience. Corporations have repeated and increased their use of closed circuit TV, he added, with more than 300 sessions during 1956 compared with an annual average of 50 during the preceding five years.

Meet Agenda

(*Continued from page 4*)

Short, Sound and the Story, Radio Corp., of America.

2:00 P.M. **Magnetic Recording Media Considerations for Improving Masters and Dubs,** R. J. Tinkham, Ampex Corp., Redwood City, Calif.

2:20 P.M. **Erasing Magnetic Film for Pop-Free Splices,** Carl Shipman and Carl Hittle, RCA Film Recording Section, Hollywood.

2:35 P.M. **Striped Magnetic Sound in CBS Television News Production,** R. C. Rheineck, CBS News, New York.

2:55 P.M. **Magnetic Playback Head for Heavy Duty 16mm Motion-Picture and Television Projector,** Edwin C. Fritts, Apparatus and Optical Div., Eastman Kodak Co., Rochester, N.Y.

3:10 P.M. **Adapting 16mm Television-Film Projectors for Magnetic Sound Reproduction,** W. F. Fisher and R. E. Maine, Radio Corp. of America, Camden, N.J.

3:30 P.M. **The Navy Type AQ-4—a Versatile 16mm Projector for Recording of Magnetic Sound,** J. S. Powers and George Krtous, Bell & Howell Co., Chicago.

3:50 P.M. **Transparent (?) Magnetic Tracks,** George Lewin, Army Pictorial Center, Long Island City, N.Y.

4:10 P.M. **Improving the Signal-to-Noise Ratio of Variable-Density Soundtracks Prepared by Electrical Printing,** Robert C. Lovick and Richard L. White, Color Technology Div., Eastman Kodak Co., Rochester, N.Y.

4:30 P.M. **Noise-Level Reductions of Barriers,** M. Rettinger, RCA Engineering Dept., Hollywood.

4:45 P.M. **Progress Report — Transistors,** Burton R. Lester, General Electric Co., Syracuse, N.Y.

5:05 P.M. **Development of Magnetic Recording Techniques in the United Kingdom,** W. H. Clarke and F. W. Rennie, RCA Great Britain, Ltd., England.

Ohio Anson Bill

(*Continued from page 1*)

ernor would study and classify films.

Patrons under 18 would be barred from "adult" films. Exhibitors who permit minors to see adult films would be subject to fines of from $25 to $300 for the first offense and $300 to $500 for subsequent offenses. Board members would be paid $25 per day and expenses for each day worked. The board would get revenue from fees paid by distributors.

The new bill uses the same general language on what would make a film objectionable as do other censorship measures.

Acquires 3 Theatres

STEUBENVILLE, O., April 30.—Three Steubenville theatres belonging to the estate of the late A. G. Constant have been acquired by Arthur Diannaballe, who formerly managed the circuit's concession business. The theatres involved are the indoor Ohio, and two drive-ins, the Family and the Sunset.

Cites Experiments in Educational Television

From THE DAILY Bureau

WASHINGTON, April 30 — Some of the objections to the new technique of television in education were answered by Harvey Zorbaugh, executive officer, Communication Arts Group, New York University, who spoke on "Television - Technological Revolution in Education," during the Audio-Visual session at the 81st convention of the Society of Motion Picture and Television Engineers today at the Shoreham Hotel here.

Points to Penn State

Dr. Zorbaugh said there is much experimentation in educational TV now going on in schools and colleges throughout the country. Pennsylvania State University carried on three years of meticulous research in TV as a medium of education and secondary and elementary schools in Pittsburgh, Detroit, Chicago, St. Louis, Schenectady, Levittown and Evanstown, among others, are experimenting with closed-circuit TV in the classroom.

Invite 3,000

(*Continued from page 1*)

productions during the next 12 months.

The Roxy debut will launch a series of 41 showings of the product feature scheduled for key U. S. and Canadian cities during the month of May. A total of 150,000 exhibitors, stockholders, press, radio and TV representatives and prominent community opinion-makers will attend these special showings.

Circuit Officials to Attend

Representatives from the following theatre circuits will attend the Roxy showings: Stanley Warner, Skouras, RKO, Century, Loew's, ABC - Paramount, Brandt, Fabian, Rugoff and Becker, Island, Magna, Endicott, Interboro, Triangle, Randforce, J. J. Theatres, Walter Reade, Snapper, Liggett-Florin, B. S. Moss, Associated Prudential, Rosenblatt and Welt, Trans-Lux, Adams, and Cinema, among others.

Report Plan

(*Continued from page 1*)

Pauley, capitalist, confirmed today to this publication that parties speaking for Matty Fox, president of Skiatron, brought this project to his attention recently, although the matter had not been reduced to details and no further exploratory talks have been held.

Pauley said he has not instituted research or investigation into costs or potentials, but had formed an offhand impression that the enterprise would entail costs somewhere in the neighborhood of $200,000,000, which seemed unlikely to be found readily available for this purpose. He said "it sounds like a good idea" if the cost could be brought to perhaps twenty millions or thereabouts.

Pauley said he knows Fox but has not talked with him on this matter.

Television Today

CBS Charges 2 Unions With 'Unfair Practices'

The Columbia Broadcasting System has filed a complaint with the National Labor Relations Board charging two labor unions with unfair labor practices. The complaint said a jurisdictional dispute between the two unions resulted in an illegal work stoppage that forced cancellation of a TV program.

The Unions are Local 1212, International Brotherhood of Electrical Workers, and Local 1, International Alliance of Theatrical Stage Employes.

WCBS-TV, in New York, was forced to cancel the scheduled telecast of the Antoinette Perry Awards dinner on April 21 because each of the unions insisted it had the right to handle special lighting for the telecast. The stagehands union had been assigned by the station, but the electrical workers said the job fell within their jurisdiction. According to the complains, CBS believes the work stoppage was a violation of the Taft Hartley law.

Five Writer-Producers To Leave NBC Soon

HOLLYWOOD, April 30.—At least five writer-producers on the staff of the National Broadcasting Company here will shortly end their association with the company, it was reported. They are Elliott Lewis, Carroll Carroll, Leo Soloman, Milt Josefsberg and Ernest Glucksman.

According to a network official, a substantial reduction is being made in the number of creative programming executives. There was no indication that the staff revisions would be limited only to Hollywood. The official emphasized the pruning of the staff "did not constitute a wholesale amputation." It was clear, however, that a distinct trend away from staff-originated projects and toward "outside" ventures was under way.

One Man's TViews

By Pinky Herman

A NEW TV CBSeries, "S R O Playhouse," with different stars each week, will bow in Sat., May 11 (9:30-10:00 P.M.) replacing "Jeannie Carson Show." Co-sponsored by Whitehall Pharmacal and Helene Curtis, the program will be megged by Reginald Leborg and the initial show, "Two-Bit Gangster," stars Keenan Wynn. . . . Mr. and Mrs. Sam Levy, veep of Eastern Effects, Inc. acquiring some "southern effects" vacationing in Miami. . . . Songwriter Henry Tobias has decided to reside permanently in Miami where he's entertainment director at Eden Roc. . . . Learning that Jack Pearl is currently mulling over several submitted ideas for a TV series, we asked Jack, who retired some few years ago when he was one of radio's top-flight comics, if this meant that he had abandoned his dream of taking a fling at drama. "Not at all," answered Pearl, "I do think that if the right comedy television vehicle comes along I'll grab it but I still feel strongly about doing dramatic roles. And isn't it wonderful about Ed Wynn winning an 'Emmy' for his wonderful supporting role in the dramatic television story, 'Requiem For A Heavyweight?'" . . . Cummings Productions, Inc., producers of telefilm commercials and jingles has opened a new department and will produce films for industry, headed by producer-director A. J. Pocok.

☆ ☆ ☆

Fred Mahlstedt, director of operations and production for CBS TV Film Sales, will fly to Japan middle of May on business. . . . Formerly a deejay at WCUE, Akron, Ohio, Bob Ancell has been named program director for WPOW, first new station in Gotham since 1942. Station tees off as a 5,000 watter and expects to apply for an increase to 50,000 watts in a year. (more WPOWer to you.) . . . Howard (Goodson-Todman) Todman has been named chairman of the Greater N.Y. Area Cancer Fund. . . . J. H. Whitney & Co. has formed Corinthian Broadcasting Corp. for the purpose of coordinating the management policies of their radio and TV stations, all of which are affiliated with CBS. Officers include Whitney's three partners, Walter N. Thayer, chairman of the board, C. Wrede Petersmeyer, president and Robert F. Bryan, secretary-treasurer. Jack Northrop is executive assistant to the president. Corinthian stations include KOTV Tulsa, KGUL-TV Galveston, WANE and WANE-TV Ft. Wayne, and WISH and WISH-TV, Indianapolis.

Fred Mahlstedt

Larson Attacks USIA Fund Cut

From THE DAILY Bureau

WASHINGTON, April 30 – U.S. Information Agency head Arthur Larson said the activities of his agency should be expanded and not curtailed as proposed in Congress.

Speaking before a National Press Club luncheon, Larson attacked not only the 26 per cent cut in U.S.I.A. appropriations voted by the House but also the "gratuitous abuse and unjustifiable insults that a few people have been throwing at the agency." He is scheduled to appear before a Senate Appropriations Subcommittee Friday or early next week to seek restoration of the funds refused by the House.

This year, Larson said today, could be the agency's year of "greatest opportunity," and the U.S. government should have a strong information program to put its story before the world.

IFE Program Here

(*Continued from page* 1)

available for release now, the first two of which will be "The Con Man," with Broderick Crawford and Richard Basehart, and "Torpedo Zone," both dubbed, scheduled to be released as a program duet.

Their release is waiting on completion of the franchise deals with territorial distributors, the first of which has been lined up by Poe and is awaiting the approval of company heads in Rome. Unsolicited inquiries concerning franchises for IFE releases have been received from every section of the country since announcement of the new distribution plan was made two weeks ago, he reported.

Poe reiterated earlier denials of reports that IFE would become inactive, asserting that in its year in operation it has made "too much of an impress" on the American market to sacrifice. He pointed out that several years ago no theatre here would play a foreign language picture "if handed to it on a silver platter," other than the 700-750 "art" houses.

Now, Poe said, there are about 3,000 possibilities for a good imported picture "and 5,000 to 6,000 for a 'Rififi' or 'La Strada'." Any substantion revival of Italian production in the months ahead has these vastly increased possibilities in the American market to look forward to, he said.

Dine Kimelman Tonight

PITTSBURGH, April 30 – David Kimelman, Paramount branch manager here who is retiring after 32 years with the company, will be guest of honor at a farewell dinner to be held in the Carlton House here tomorrow. Bert Stearn, president of Cooperative Theatre Circuit of Pittsburgh, will be master of ceremonies at the dinner, which will also serve to welcome Eugene Jacobs as Kimelman's successor.

Allied Unit Mulls Action Against Justice

(*Continued from page* 1)

dent theatre owners, according to Abram F. Myers, Allied board chairman and general counsel.

This disclosure was made by Myers in a bulletin from national Allied concerning the forthcoming directors meeting at the Whittier Hotel in Detroit, May 7-9, and the EDC meeting which will take place there.

16 Units in Favor, Says Myers

Myers, in listing some of the topics which will be taken up by the national Allied board, said that thus far, Allied has received notification by a mail vote that the representatives of 16 units favor reaffiliation with the Council of Motion Picture Organizations, while only one is opposed. Four other units have not voted, and the matter will be taken up in Detroit.

The EDC group in Allied, which is composed of Dollinger, Myers, Horace Adams, Abe Berenson, Jack Kirsch, Ben Marcus, Rube Shor, Alden Smith, Wilbur Snaper and Nathan Yamins, generally feels that the anti-trust division is "utterly biased and acts upon that bias in total disregard of the facts and the law in all matters affecting the motion picture business. As a result of this bias, the division seems almost automatically to decide all issues between the motion picture business and television in favor of television; to decide all issues between the film companies and exhibitors, including the major circuits, in favor of the film companies, and to decide all issues between major circuits and independent exhibitors in favor of the circuits," Myers said.

The EDC group is also expected to reactivate local EDC groups in each regional unit to act as "watchdog" on trade practices and all matters relating to film.

Other Items on the Agenda

The national Allied board, besides hearing a report on EDC's activities and recommendations, will take up such matters as prints and availabilities, arbitration, 1957 convention, business building, telemovies and subscription television, and "false" advertising by sponsors and local broadcasters of motion pictures shown on television. The board has also proposed a nominating committee on candidates for Allied's representatives in COMPO, which include Trueman T. Rembusch, chairman; Horace Adams, Abe Berenson, Morris Finkel, Edward Lider, Milton London and Leo F Wolcott.

Among the problems on prints and availabilities which Allied will take up, Myers said, are the special handling of pictures "so that they are not offered to the subsequent runs and smaller cities and towns for license until the profit has been wrung out of them by the favored first-runs; shifting of prints from one territory to another before the accounts in the first territory have all been served; withholding from subsequent runs of pictures nominated for Academy Awards with a view to giving them a return engagement in the downtown first-run theatres–'Giant' will feature this discussion;

Will Consider B. V. Action

"Buena Vista's withdrawal of 'Westward Ho' from availability in order to remove it from first-run competition with the 'Cinderella' re-issue.

On arbitration, Myers said that the national Allied committee, which consists of himself, president Julius M. Gordon, Shor, Yamins, Berenson or Lider, will study the views of the directors in preparation for the May 13 meeting with distribution.

Myers also added in his bulletin that the national Allied convention committee of Sidney Stern, Dollinger and Snaper will report on progress made on this subject.

SBA Notifies

(*Continued from page* 1)

affirmative action on the TOA request.

Meanwhile, in Washington, the SBA itself would not comment on the TOA request. However, the SBA said it turned down another theatre loan application, a request from a Nebraska exhibitor for $36,000.

This is the sixth loan application turned down by the SBA since it announced last fall that it would process loan applications from indoor theatres.

Thus far, the SBA has approved only two applications and three are still pending, the SBA said.

Finds Enthusiasm for Business Building Plan

Exhibitors are very anxious for the proposed business building program to be put into operation as soon as possible, according to George Roscoe, field representative for Theatre Owners of America, who recently returned from a two-month trip through the Midwest and Southern states.

Roscoe said that the feeling among theatremen is that the business building program will benefit everyone by its united approach on a national basis.

The TOA official said that exhibitors also share the same opinion concerning the lack of top pictures. There is definitely a need for a steady flow of product and no less than one big picture per month, Roscoe said, so that exhibitors can eliminate "the hills and valleys" in the business.

Mass Bookings Set for 'Jungle' in N. Y. Area

Columbia will open "The Garment Jungle" in 89 neighborhood and suburban theatres in the New York area May 15 in order to capitalize on the current headlines about labor racketeering. The massive day-and-date booking is unprecedented for the company, according to A. Montague, general sales manager, who said yesterday that the topical theme of the picture was the key factor in the company's decision to seek the saturation booking.

Front Page News, Widely

New York newspapers for weeks have been full of the McClellan Senate investigation, the Reisel case, the Dio trial and various grand jury probes.

The top theatres of nine circuits are involved in the day-and-date break, including Loew's, Skouras, Century, Randforce, Brandt, Liggett, RKO, Fabian and Island.

Griffith to Tour for 'Face in the Crowd'

Andy Griffith, star of Elia Kazan's "A Face in the Crowd," will make a 17-city personal appearance tour to promote the Warner Bros. release. The tour will be launched in Boston on May 13.

Griffith will engage in a series of press, television and radio interviews in each of the cities visited. He will return to New York to participate in the "Your Favorite Charity" gala benefit premiere of the picture at the Globe Theatre May 28.

RKO-'U' Deal

(*Continued from page* 1)

rental had become very high. The management concluded that RKO had to arrange for outside distribution of its pictures in the domestic market or cease producing pictures for theatrical distribution. The arrangement with U-I resulted.

"Further action by the anti-trust division with respect to this matter is not contemplated at the present time," the letter said.

SCTOA had proposed that Justice "make a full inquiry" into the RKO-U-I deal to "determine the effect upon competitive conditions in the motion picture and television industries." In a letter to Hansen, Harry C. Arthur, president, said in part:

Arthur Looks at Present, and Future

"The inquiry would be not only for purposes of determining whether these arrangements are consistent with anti-trust laws, but whether the Department of Justice should take appropriate action to prevent the making of similar arrangements by other distributors. It is the view of the SCTOA board that the removal of an important distributor, and the handling of its product by another distributor who is also handling product of a competing producer, may tend to diminish competition among producers in the distribution of motion pictures.

"It has been a common experience in the motion picture industry that aggregation of economic power tends to the disadvantage of potential purchasers of motion pictures."

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 81, NO. 85 NEW YORK, U.S.A., THURSDAY, MAY 2, 1957 TEN CENTS

EDITORIAL

A P. R. Campaign Is a Necessity

By Sherwin Kane

THIS industry badly needs a full-time public relations organization.

It is not only necessary for the ontinuing, routine function of coreeting and answering misinforma-ion, and providing constructive, up-eat material for the mass media, out also to conduct a long-range rogram to recapture the public's nterest for motion pictures.

This latter will take some doing, out it will be well worth its cost in ime, money and labor.

•

Close students and observers of he industry have been agreed for ong that television has reached its aturation point in this country in-ofar as its effect on theatre attenlance is concerned. But what about ll the other forms of competition or the leisure time and surplus pending money of the public?

Dozens of other forms of recrea-ion and entertainment continue to nake inroads on time and cash once lrawn almost without a contest to he theatre boxoffice—the greatly expanded participation sports and astimes of golf, boating, fishing, acing (day and night), skiing, skatng, motoring (day and night), inluding sports car activities, gardenng and other do-it-yourself home ccupations.

These, too, are as potent competi-ion as television ever was and if he motion picture is to re-win from hem and other present-day mass liversions a major share of the pub-ic's interest and favor, it can do it n no better way than by a careully planned, up-to-the-minute, coninuing campaign on a scale that vill require the full-time services of an xpert public relations organization.

•

It would seem that consideration of such a project is deserving of a lace in the industry's current planing of a business building program. As a matter of fact, the right kind of public relations campaign conlucted in conjunction with that program could do much to assure the ffectiveness of virtually every projct comprising it.

Loew's Profit $2,729,248

Loew's, Inc., and subsidiaries, including theatre subsidiaries, have reported for the 28 weeks ending March 14, net profits after taxes, of $2,729,248, or 51c a share. This compares with $1,889,843 or 36c a share for the corresponding period of the previous year.

Gross sales and operating revenues during this period equaled $87,248,-

(*Continued on page* 6)

MMPTA Will 'Observe' At Arbitration Talks

Metropolitan Motion Picture Theatres Association has appointed a three-man committee to act as observers at the May 13 industry discussions on formation of an arbitration and conciliation system, it was announced yesterday by president Sol Strausberg, following a board of directors meeting at the St. Moritz Hotel here.

Strausberg stated that the MMPTA

(*Continued on page* 6)

Deny Move to Adjourn FCC Hearings Here

A request to adjourn the Federal Communications Commission's television hearings by the seven television program producers subpoenaed to appear yesterday at Federal District Court here was denied by Commis-

(*Continued on page* 7)

Following Letter of Rejection

TOA to Push Fight For SBA Revisions

Will Apply for Hearing Before Barnes To Clarify Petition on Mortgage Loans

By **LESTER DINOFF**

Theatre Owners of America will apply to the Small Business Administration in Washington next week for a hearing before administrator Wendell B. Barnes to clarify its 12-point petition on a liberalization of the SBA's loan policy to include mortgage loans which was, in effect, rejected, it was learned here yesterday.

The action will be taken by Philip F. Harling and A. Julian Brylawski, the TOA committee, which prepared the 12-point plan for submission to the SBA last March 15.

Barnes, in a letter to Harling on April 12, turned down the TOA petition on the grounds that many of the points outlined by the national exhibitor organization are "precisely the procedures followed by the SBA," particularly in determining credit qualification. Harling earlier this week would not disclose the contents of the SBA reply. He stated, however, that TOA would take action on it late this

(*Continued on page* 6)

NT Earnings Increase 50%

From THE DAILY Bureau

HOLLYWOOD, May 1. – National Theatres, Inc., registered nearly a 50 per cent increase in earnings from operations for the 26 weeks ended March 26, as compared with the same period the year before, Elmer Rhoden, president, reported to stockholders today.

The net income from operations amounted to $1,088,000, or 40 cents a share on 2,699,486 shares of common stock outstanding at March 26. This compares with $722,000, or 27 cents a share for the 26 weeks ended March 24, 1956.

Consolidated net income, including profits from the sale of unproductive theatre properties and other capital

(*Continued on page* 6)

Only 11 Theatres Asked For Loans, Says SBA

From THE DAILY Bureau

WASHINGTON, May 1 – The Small Business Administration, following protests from exhibitors regarding the paucity of loans granted theatre operators, has reviewed its recent actions in that field.

Since SBA announced last fall that it would process applications from theatre firms, it has granted only two loan applications and turned down six.

But the review showed, SBA officials said, that in all cases where loan applications have been turned down, the financial condition of the

(*Continued on page* 6)

Johnston, Krim Have Talk On UA's Rejoining MPAA

United Artists Corp., which resigned from the Motion Picture Association of America in December, 1955, has been approached by MPAA president Eric Johnston regarding a reaffiliation with the industry production-distribution group, it was officially learned here yesterday.

The "bid" to rejoin the MPAA was extended to UA president Arthur B. Krim at a private luncheon at the Harvard Club here on Wednesday which was attended by a few MPAA board members.

Krim, when asked for comment yesterday on the Johnston-MPAA "bid," reported that "it was only a general discussion on reaffiliation." The UA president, who will leave here today for Hollywood, would not comment further. The MPAA would not comment on the matter either.

The UA resignation, while announced in December, 1955, but not

(*Continued on page* 8)

In Today's Issue

Page 2—Tradewise.
Page 7—Television Today.

PERSONAL MENTION

Y. FRANK FREEMAN, vice-president of Paramount Pictures, returned to Hollywood yesterday from New York.

•

Alfred E. Daff, executive vice-president of Universal Pictures, arrived in New York yesterday from the Coast.

•

Leo F. Samuels, president of Buena Vista, returned to New York yesterday from Florida.

•

Leon Bamberger, former RKO Radio sales promotion manager, will leave here today for an extended visit to Florida, having been delayed in departure earlier by a death in the family.

•

Irving Mack, head of Filmack Trailers, is in New York from Chicago.

•

Jerry Pickman, **Herb Steinberg**, **Hugh Owen**, **Morris Lefko** and **Phil Isaacs**, of Paramount, will return to New York today from Pittsburgh.

•

William Dozier, vice-president of RKO Radio, will leave Hollywood tomorrow for Europe via SAS polar flight.

•

Bernard G. Kranze, vice-president of Stanley Warner Cinerama, left here last night for Baltimore.

•

Cecil B. DeMille will arrive in New York tomorrow from Boston.

•

Irving Sochin, general sales manager for Rank Film Distributors, and **Leo Pillot**, exploitation manager, left New York yesterday for Washington and Baltimore.

•

John Springer, 20th Century-Fox national magazine contact, will leave New York today for Europe.

•

Terrence Young, British director, returned to London yesterday from New York via B.O.A.C.

Eases Fire Law

PHILADELPHIA, May 1. – Fire Commissioner Frank L. McNamee, once identified with the motion picture industry himself, has eased the smoke detection law for local exhibitors. He ruled that smoke detectors are only required in air conditioning systems in local installations made after Jan. 2, 1952. McNamee is the former president of United Artists and before that was branch manager for RKO here and in Washington, D.C.

TRADEWISE

By ONLOOKER

BOTH Justice Department and Federal court attitudes toward acquisition of theatres by divorced circuits appear to be fairly well established now. The recent approval of the purchase by AB-PT of the Mercury Theatre, Chicago, despite local exhibitor opposition, revealed no sharp divergence from earlier procedures in such cases. . . . Opponents of such acquisitions, it now appears, will have to produce unassailable proof that they will adversely affect competition in the area in order to forestall Federal approval. It would seem to be only fair to give the green light to such acquisitions in the absence of proof that they would be damaging to the existing competitive status in view of the fact that if, in practice, they prove so to be, the Justice Department and the courts have the right to take corrective action. . . . Equally reasonable seems the Justice Department's hands-off position with respect to the deal by which Universal handles selling and distribution of RKO Radio pictures, as revealed recently in the Department's reply to a request for Federal study of the deal made by Southern California Theatre Owners Association. . . . All may lament the effects of such a deal on both the over-all product supply and the welfare of many industry veterans, but if the company's distribution system could not be operated profitably (and apparently the RKO Radio management determined it could not), what would objectors to the deal have RKO do? Continue to operate until mounting deficits put them out of business? And just what would anyone, including the objectors, gain thereby?

THE POSSIBILITY of a new twist in the relations between motion pictures and television is in the offing, Hollywood reports reveal. Up to now it's been Hollywood selling its old films to TV. Now CBS-TV is weighing the advisability of making some of its new Playhouse 90 dramas on film available to theatres after their network playoff. . . . First of those being so considered, "Four Women in Black," was televised April 25. It stars Helen Hayes, Ralph Meeker, Katy Jurado and Janice Rule. The second, "Without Incident," is scheduled for June 6 and stars Errol Flynn, Ann Sheridan, Julie London and John Ireland. The third, "Lone Woman," stars Kathryn Grayson, Scott Brady, Vincent Price, Raymond Burr, Jack Lord, Harry Carey, Jr., and Buddy Baer. . . All are 90-minute films and each was made in 10 days at budgets of $150,000 to $200,000. They were produced by Filmaster with Robert Sparks as executive producer. If theatrical reception was encouraging, CBS would increase production values in subsequent films of the kind. . . . Product-hungry exhibitors probably never dreamed of relief being possible from this direction.

BRITISH EXHIBITORS, our London listening post reports, are having their patience tried beyond endurance these days. Rapidly expanding television competition was not enough. Their government recently answered their petition for tax relief by tossing them a bone, a meatless one, at that, in the form of a reduction that meant nothing to large theatres, next to nothing to small ones, and, by contrast, eliminated all taxes on other forms of entertainment. The British entertainment tax today is strictly a movie tax. . . . But what really heaped coals of fire on the British showmen was the newspaper barrage begun recently taking the theatres to task for not passing their meagre tax concession along to the public in the form of ticket price reductions. . . . Word from London that Sir Alexander King, leading Scottish exhibitor, will receive from his alma mater, Glasgow University, the honorary degree of doctor of laws next month, gratified the former CEA leader's many friends this side. . . . Sir Alex started his industry career as a program boy back in Bioscope days; has been active in Scottish community work, and in activities of the Scottish Tourist Board.

. . of Drive-ins

L. & G. Shifts Managers

David Miller, manager of the Plaza Theatre, Windsor, Conn., has been transferred by Lockwood & Gordon to a similar post at the Norwalk (Conn.) Drive-in. Replacement at the Plaza is Reginald Pelletier formerly assistant at L&G's Waterville (Me.) Drive-in.

⊙

Seek Maryland Drive-in

A bill to permit erection of a drive-in theatre in Carlin's Park, near Baltimore, has been presented to the Baltimore City Council, which will pas the request on to the building inspector for a report to the Council's Zoning Committee.

⊙

Hazleton Unit to Comerford

The Comerford Theatres circui has taken over operation of the Hazleton Drive-in Theatre, near Hazleton Pa.

⊙

Ads Stress 'Family' Theme

The drive-in as a family institutio is the theme of Ed O'Neill's advertising copy for the Bridge Drive-in, Groton, Conn. The appeal to the publi emphasizes: "Air conditioned by nature. No parking problems. Com just as you are. Movies under th stars. Save the cost of baby sitters bring kiddies. Smoking permitted."

Irwin Pollard Dies; Imperial Pictures Head

CLEVELAND, May 1.–Irwin Pollard, head of Imperial Pictures an well known in the distribution fiel died suddenly this morning of cor nary thrombosis at Mt. Sinai Hosp tal, where he was to undergo surger later in the week. Funeral arrangements will be announced later.

Johnston to Speak

Eric Johnston, president of the M tion Picture Association of Americ will deliver two addresses on foreig economic aid tomorrow and Saturda Johnston will address the Internation al Advertisers Association luncheon the Hotel Roosevelt here tomorro and speak on Saturday before th Columbia Graduate School of Bus ness.

Calling Bob Ripley!
Believe it or not . . . you'll rave about the 10 Second Miracle BUTT-WELD Film Splice at
Booth 58!!!
SMPTE SHOW

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Sto Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otte National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Edit Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Six Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; The J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, ea published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fan Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreig Single copies, 10c.

PEOPLE

Larry Clement, formerly Bank of America executive in charge of motion picture and television loans, has oined American Broadcasting - Paramount Pictures as assistant treasurer and comptroller.

☐

Michael A. Poller, formerly with RKO Radio for more than 25 years as sales executive, has joined Buena Vista as home office coordinator of hort subject sales.

☐

Sam E. Diamond, 20th Century-Fox sales executive for the Philadelphia area, and **Arthur DeBra,** director of community relations for the Motion Picture Association of America, will be honored today at a luncheon given by the Philadelphia Motion Picture Preview Group.

☐

Ben W. Allen, exhibitor of Greensboro, N. C., has been elected president of that city's Lion's Club.

☐

Bert Penzien, of the Shores Theatre, St. Clair Shores, Mich., has been named winner of the $400 prize for having put on the best Academy Awards Sweepstakes campaign. The prize was contributed jointly by Detroit exhibitors.

☐

Paul Klieman, manager of the Pearl and Fays theatres, Philadelphia, s taking over operation of the Cambrai Theatre upon the retirement of **George Naudasher,** owner of the neighborhood house.

Tenth Cannes Festival Gets Underway Today

By HENRY KAHN

CANNES, France, May 1.—The enth Cannes Film Festival will get underway here tomorrow with 34 ountries participating. Each country will be represented officially by one ull-length and one short film, but the estival committee has also "invited" participants to send certain other ilms, which are not considered entries or awards.

"Funny Face" is the official American entry and "Bachelor Party" and "Friendly Persuasion" are "invited" ones. In addition, "Around the World in 80 Days" has been entered or showing outside of competition.

British films to be shown include "Yangtse Incident" and "High Tide at Noon." Entries from France include "Celui Qui Doit Mourir" and "Un Condamne a Mort S'est Echappe." Russia's official film will be "The Forty First."

A technical exhibition will be conducted as part of the Cannes activities, with Roger Weil-Lorac, delegate general of the Technical Federation, n charge. Some 24 firms will exhibit equipment.

A CHECK TO START the United Cerebral Palsy 1957 fund raising campaign is presented by Leonard H. Goldensan, (right) president of American Broadcasting-Paramaunt Theatres ta nine-year ald Angela Thampson af Braoklyn. The cantributian was raised in hanar af Goldensan, who is chairman of the baard af directars af the national cerebral palsy organization, by employees, associates and business friends thraugh the effarts af Edward L. Hyman, (center) vice-president af AB-PT and Gene Accas (left) vice-president of the American Broadcasting Co., and represents the first 100 per cent campany participatian.

101 Japan Licenses Divided by MPEA

The Motion Picture Export Association has applied the global license formula in dividing 101 licenses awarded under the 1957-58 film agreement with Japan, effective April 1, it was announced yesterday by the MPEA.

Under the new division, Allied Artists receives five licenses; Columbia, nine; Loew's, 15; Paramount, 14; RKO Radio, eight; Republic, five; 20th Century - Fox, 13; United Artists, seven; Universal, 11; and Warner Bros., 14

Little Change from Former Scale

Previously AA received four licenses; Columbia, 10; Loew's, 16; Paramount, 15; RKO, nine; Republic, six; 20th-Fox, 13; UA, six; Universal, 10 and Warners 13.

Filmack Cartoon Trailer For Drive-In Theatres

Filmack Trailer Co. is remaking its new color Cartoon Show trailer to accommodate the many requests from drive-in theatres, the company has announced.

The original trailer was made for indoor theatres only.

Irving Mack, president, said, "We made this trailer simple and in such a way to hold the attention of the youngsters. It is in three frames and opens like a regular color cartoon, showing five favorite cartoon characters. The kids think it is another short coming up and give their full attention to the screen."

Groffin Sells to Massey

CULLMAN, Ala., May 1. — William R. Groffin, owner of the Cullman and Ritz Theatres here, has sold the two houses to Fred H. Massey, of Massey Seating Co., Nashville. G. O. Anderson will continue to manage both theatres.

To Present Report on N.Y.C. Tax Next Week

A special citizen's fact-finding committee's report on the effect of the five per cent amusement tax on New York City theatres is expected to be presented to Mayor Robert F. Wagner and the Board of Estimate for study early next week, according to a City Hall official.

The Board of Estimate is scheduled to meet at City Hall on May 9. The agenda for that meeting is not yet completed, the city official stated, adding it is possible that the tax report may not be taken up "for a few weeks due to other pending matters."

Committee Works with Exhibitors

The citizen's committee is composed of Thomas Jefferson Miley, Francis W. H. Adams and David Dubinsky. It has been working closely with representatives of the Independent Theatre Owners Association and Metropolitan Motion Picture Theatres Association on the tax situation. Mayor Wagner appointed this three-man group, at the request of New York City exhibitors, to study the effect of the five per cent admissions tax and the alleged hardships it imposes on local theatremen.

Officials of ITOA and MMPTA would not comment yesterday on the completion of the fact-finding report.

Kan.-Mo. Allied Will Meet May 21-22

KANSAS CITY, Mo., May 1.—Allied Independent Theatre Owners of Kansas and Missouri will hold its 10th annual convention at the Phillips Hotel here, on May 21-22, it was announced by president Beverly Miller.

Highlighting the agenda for the two-day meeting will be telemovies, which will be discussed by Milton Shapp, president of Jerrold Electronics, and Henry Griffing of the Video Circuit of Oklahoma City.

. . . NEWS ROUNDUP

Big Ad Program for 'Sweet'

United Artists has set a $106,000 national magazine advertising schedule for Hecht, Hill and Lancaster's "Sweet Smell of Success." It will employ full-page insertions in seven leading publications with a combined readership of 90,650,000.

■

To Award 'Crowd' Tickets

A pair of $25 tickets to the May 28 "Your Favorite Charity" world premiere at the Globe Theatre here of Elia Kazan's "A Face in the Crowd" will be awarded to the person making the highest donation to the New York City Cancer Committee at its Wall Street rally today from noon to 2 P.M. Warner Bros. is releasing the Kazan film.

■

Schines Book 'Kettles'

Fifty Schine Circuit theatres in the five states of New York, Ohio, Maryland, Kentucky and Delaware will open with a pre-release showing of Universal's "The Kettles on Old MacDonald's Farm," starting tomorrow.

■

Set 'Gate' Bow Activities

Several thousand members of the Chinese-American community in San Franciso will stage a street parade and celebration in connection with the world premiere of Samuel Fuller's "China Gate," a 20th Century-Fox CinemaScope release, at the Fox Theatre there Wednesday.

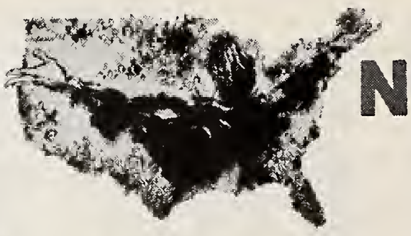
■

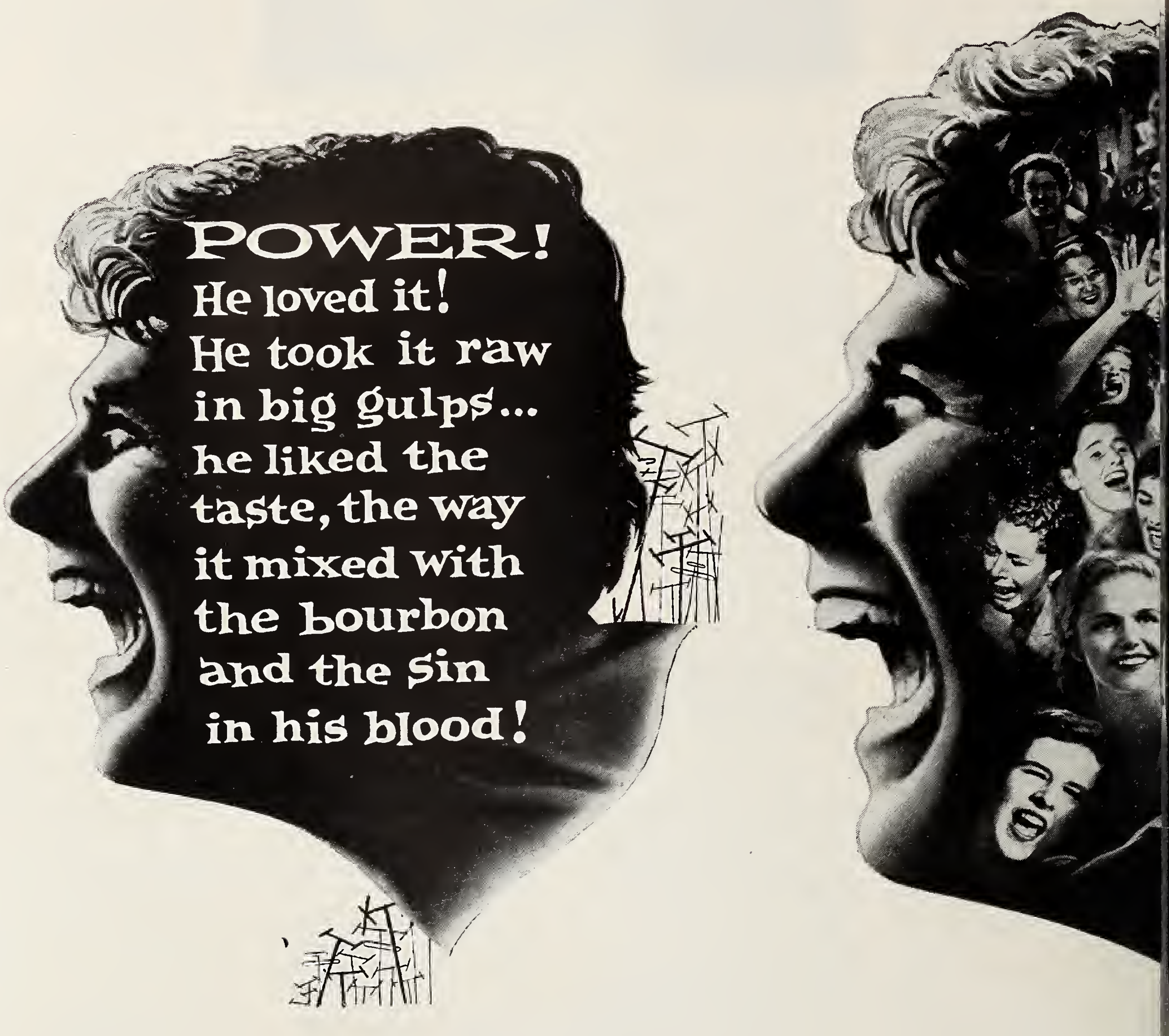
Cates and Frank Named

Norman Frank and Joe Cates, television producers, have been named co-producers of the third annual Parade of Stars Asthma Benefit to be held at Carnegie Hall here on May 11, it has been announced by Oscar Katz and Ted Cott, co-chairmen of the entertainment committee. Proceeds will go to the Children's Asthma Research Institute in Denver. Max E. Youngstein, vice-president of United Artists, is honorary chairman of the campaign.

N. E. Exhibitors Study Tax in Legislature

BOSTON, May 1. — While admissions to theatres and other amusements are not included in the 3 per cent sales tax now under consideration in the Massachusetts legislation, there is still doubt about the possible taxing of film rentals to the various film companies under the bill. Both exhibitor organizations in the city, Independent Exhibitors, Inc., of New England, and Allied Theatres of New England are attempting to get a clear interpretation of the bill.

WORLD PREMIERE  NEW YOR



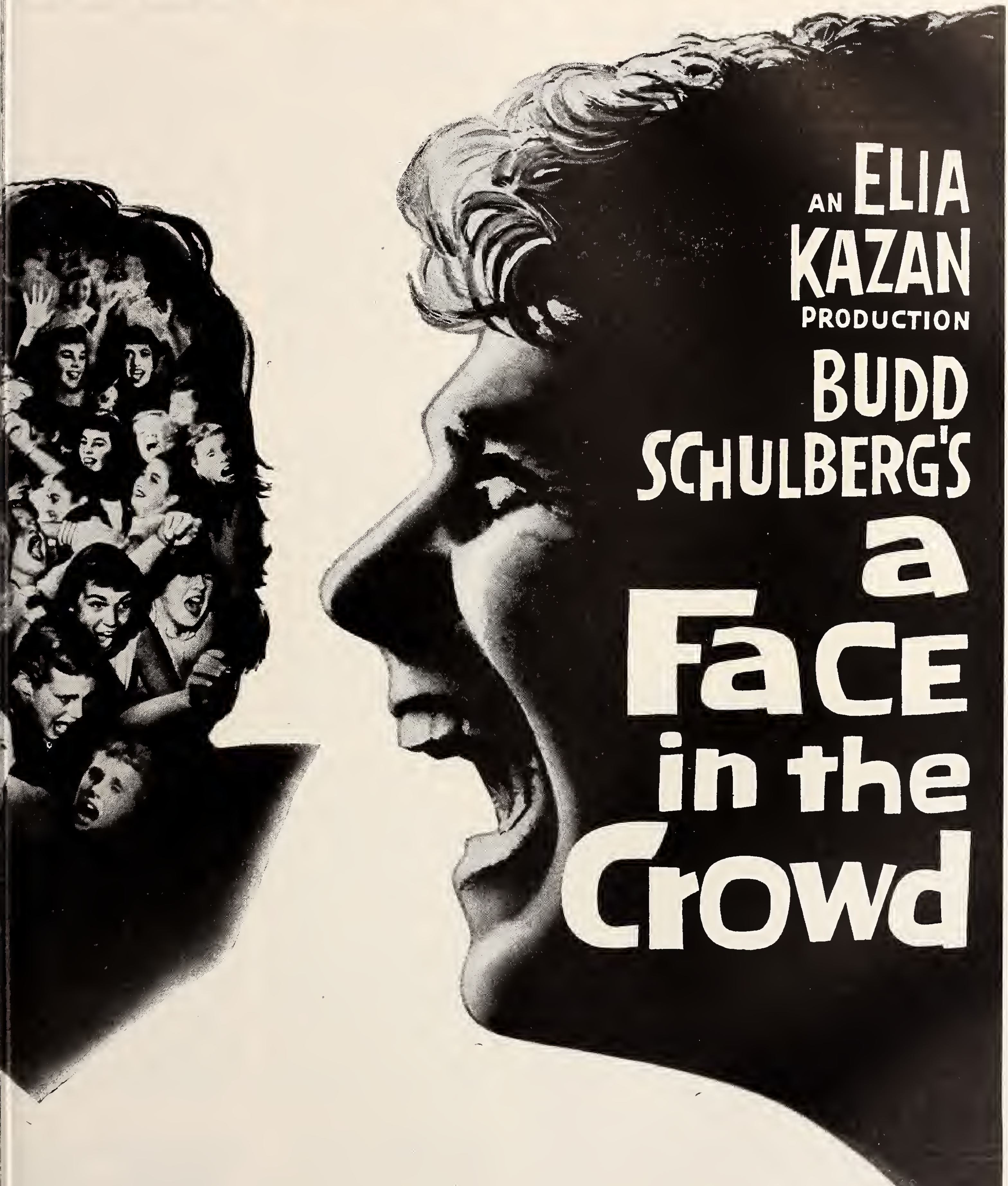
POWER!
He loved it!
He took it raw
in big gulps...
he liked the
taste, the way
it mixed with
the bourbon
and the sin
in his blood!

Another exciting new face for the screen from Elia Kazan... PRESENTED BY WARNER BROS. STARRING **ANDY GRIFFITH** AND **PATRICIA NEAL** FEATURING ANTH

CHARLES IRVING · HOWARD SMITH · PAUL McGRATH · KAY MEDFORD · ALEXANDER KIRKLAND · Story and Screen Play by BUDD SCHU

And among the faces in the crowd: BENNETT CERF · FAYE EMERSON · BETTY FURNESS · VIRGINIA GRAHAM ·

HICAGO, AND LOS ANGELES MAY 28!



AN ELIA KAZAN PRODUCTION

BUDD SCHULBERG'S

a Face in the Crowd

ANCIOSA · WALTER MATTHAU · LEE REMICK · PERCY WARAM · ROD BRASFIELD · MARSHALL NEILAN

ngs by TOM GLAZER and BUDD SCHULBERG · Directed by ELIA KAZAN · A NEWTOWN PRODUCTION

S · SAM LEVENSON · JOHN CAMERON SWAYZE · MIKE WALLACE · EARL WILSON · WALTER WINCHELL

Malco Won't Tie-In TV Operations with Theatres

Special to THE DAILY

MEMPHIS, May 1 – The Malco circuit, which has applied to the FCC for two UHF television channels, one at Kansas City and the other at Columbus, Ohio, has no plans at this time to tie in its proposed television operations with its theatre interests, according to Herbert Levy, executive of the circuit. Malco, which operates 47 indoor and drive-in theatres in Tennessee, Kentucky and Arkansas, operated a UHF station in Evansville for four years but sold it recently.

Loew's Profit

(*Continued from page* 1)

000 as against $87,439,000 for the same period of the previous year.

At the same time Loew's reported that for the 16 weeks ended March 14, gross sales were $48,630,000 as against $52,837,000 for the same period of the previous year. The net profits after taxes for the 16 weeks were $983,923 or 18c a share, as against $1,641,682 or 31c a share for the corresponding period of the previous years. Figures are subject to year-end audit and adjustments, it was pointed out.

Joseph R. Vogel, president of Loew's, reported that the earnings in the last 16-week period were less than in the same period last year because of "disappointing box office returns of pictures."

Debate Constitutionality Of 2 Ohio Censor Bills

Special to THE DAILY

COLUMBUS, O., May 1 – The constitutionality of competing substitute censorship bills before the Ohio Senate Education Committee was questioned by authors of the respective bills—Sen. Andrew Putka (Dem., Cleveland), and Sen. Delbert Latta (Rep., Bowling Green).

The Putka measure, which would have a censor board classify pictures "family" or "adult," has elements of prior restraint, according to Latta and is "of doubtful constitutionality."

Putka, denying the charge of unconstitutionality, said the proposed board could not ban pictures, merely classify them. Putka said Latta's bill, which would empower the attorney general to file petitions in Franklin County Common Pleas Court against questionable films, is "vague in its references to obscenity and could be declared unconstitutional."

Change Your Luck!
at the SMPTE Show:—
and see the 8TH WONDER
OF THE WORLD in a MIRACLE
FILM SPLICER ! ! !
VISIT Booth 58 ! ! !

TOA to Urge SBA Revisions

(*Continued from page* 1)

week. He was unavailable for comment here yesterday.

The SBA administrator informed Harling that the Small Business Act of 1953, as amended, requires that it first be determined that financing is not available in participation with a private financing institution, and that SBA loans be of such sound value and so secured as reasonably to assure repayment. "Therefore, the proposal that SBA change its rules to eliminate evidence of the unavailability of private financing is contrary to our legislative mandate," Barnes wrote.

Sees Repayment Factor Vital

The petition's position with regard to credit qualifications is not quite clear, Barnes said. While there is an indication that the petition seeks relaxation of SBA credit requirements, or that there be a reliance solely upon the real estate collateral, request number 7 on page 7 specifically suggests that application be processed by "investigating credit risks." Such credit investigation necessarily involves the ability to make repayment. This credit determination is precisely the procedure followed by SBA, he informed Harling.

Funds Exhausted Twice

The statements made that American business men are unwilling to make applications requiring disclosure of availability of private financing, that SBA's collateral requirements are too onerous, and that the application forms are too complicated "simply do not jibe with objective statistics," Barnes continued. In three and one-half years, 14,110 business loan applications have been received by SBA and 5,605 business loans have been approved, and, in addition, 5,605 disaster applications have been received and 5,069 disaster loans have been approved, he said. Twice within 14 months, SBA has exhausted the loan funds appropriated by Congress, and has had to request additional funds; thus, since Feb. 15, 1957, formal approval of processed loans has been waiting the availability of funds.

Says Approvals Increase

Moreover, loan applications and loan approvals have been increasing at such an accelerated rate that loan applications and approvals for the calendar year 1956 were almost equal to the total loan applications and approvals for the prior two and one-half years, Barnes stated.

"We doubt that Congress would, or should, remove the prerequisite that private financing be unavailable. It is fundamental American economic policy that the government will not furnish that which is available from private enterprise. Furthermore, we doubt that Congress would, or should, eliminate the requirement that SBA loans be of such sound value or so secured as reasonably to assure repayment. SBA loans are designed to aid small business concerns to economic health. The greatest disservice that SBA can do an honest business man is to make a loan that he is unable to repay, and which would only postpone the day of reckoning," Barnes stated.

"Therefore, while we recognize and sympathize with the competitive effect on your client of the development of television, similar to the competitive impact on legitimate theatres resulting from the development of talking pictures, we must comply with the sound statutory mandates and extend our assistance to all segments of the business community on equal criteria. We submit that if motion picture exhibitors will comply with the proper credit requirements, including the ability to repay, and make application as have thousands of other American small business concerns, then satisfactory financial assistance from SBA will be made available to them," he concluded.

Two Requests from Harling

Harling, in his March petition, requested a revision and expansion in the regulations and procedure of the SBA concerning mortgage applications for the motion picture industry, or in the alternative, for the creation of a board for the same purposes.

In the TOA petition, he asks for a rules revision; SBA guarantees of loans which will be got from private lending institutions; to drop the statement of inability to obtain other financing as a prerequisite; to create special legislation for the formation of a special board to accept mortgage applications under legal and customary conditions; determination of eligibility for a loan, and necessity for mortgage loans.

MMPTA to 'Observe'

(*Continued from page* 1)

committee on arbitration includes himself, board chairman Emanuel Frisch, and Leo Brecher, director.

The MPTA board decided to participate in the arbitration talks in an observatory capacity only following a discussion. MMPTA was notified by Theatre Owners of America and Allied States Association early last month of the May 13 talks and asked to inform Abe Montague, chairman of the Motion Picture Association of America's arbitration steering committee, whether or not they will join in.

Independent Theatre Owners of America has already notified Montague that it will attend the May 13 discussions.

Japan Editors Guests

HOLLYWOOD, May 1 – The Association of Motion Picture Producers today was host to 29 editors of Japanese newspapers, visiting this country on a tour arranged by the U.S. Air Force. Five major studios entertained the visitors following a panel session at AMPP headquarters.

Sees Toll TV 'Gilded Curtain' Over Nation's Home Screens

Special to THE DAILY

BELLOWS FALLS, Vt.—Subscription television would draw "a gilded curtain" in front of American television screens, an official of the National Association of Radio and Television Broadcasters declared here.

Speaking before the Vermont Federation of Women's Clubs, Donald Martin, in charge of NARTB's public relations program, argued that there could be no objection to toll TV if it weren't for the fact that it was planning to use frequencies previously available for free broadcasting. Such a change, however, should be decided only by Congress, he said. Any test of pay TV on free channels would simply be the opening wedge for full-scale approval of the system, Martin also said.

NT Earnings

(*Continued from page* 1)

assets, amounted to $1,187,766, or 44 cents a share, for the six months' period ended March 26 last. Earnings for the corresponding period last year were $923,806, or 34 cents a share.

Net income from operations for the 13 weeks ended March 26 was $655,000, or 24 cents a share, as compared with $450,000, or 17 cents a share in the like period last year. Disposition of capital assets resulted in a net loss of $40,000 during the quarter as compared with a net profit of $271,000 from this source in the same period a year ago. As a result, consolidated net income for the quarter was $615,000, equivalent to 23 cents a share, as compared to $721,000, or 27 cents a share, for the corresponding 13 weeks last year, Rhoden explained.

Theatre gross income for the 26 weeks ended March 26, 1957, was $28,629,354, compared with $27,399,447 for the corresponding period last year.

Only 11 Theatres Asked

(*Continued from page* 1)

applicants has been so poor that there really wasn't adequate prospect of loan repayment. In other words, the SBA found no reason to change any of its previous decisions.

Anyhow, one SBA official said, one reason why so few theatre loans have been approved is that so few loan applications have been received. Only 11 applications have been received so far from theatre firms, a very small number, he said.

DRIVE-INS DEMANDED IT ! ! !
and HERE IT IS!
A LIVE-ACTION
ALL-TALKING
ALL-COLOR
IT HAS EVERYTHING TO INCREASE YOUR CONCESSION SALES
(WRITE FOR DETAILS)
REFRESHMENT TRAILER
FROM FILMACK OF COURSE
1327 S. Wabash CHICAGO, ILL.
630 Ninth Ave. NEW YORK CITY

Television Today

'Messages' Called Basic

By SAMUEL D. BERNS

HOLLYWOOD, May 1.—Messages and morals have proven themselves basic requirements in the development of filmed programs for television, according to Herbert B. Leonard, producer of the "Rin Tin Tin," "Circus Boy" and "77th Bengal Lancer" program series.

Leonard, head of his own production company, who has a two year deal to produce in association with Screen Gems, said that advertising agencies find it a golden rule to protect the good name of the sponsors' products, and are careful to see that "crime doesn't pay," "honesty is the best policy" and religious principles are observed in programs aimed for the family good-will.

Has Another Series in Work

The 34-year-old producer, who experienced a meteoric rise in the TV field, following an association with Sam Katzman at Columbia Pictures, where he started as an office boy, is preparing another series, "Cheers for Miss Amy," for fall release. Three more are being developed to follow in the coming season.

"Miss Amy" will have a race track schoolhouse for apprentice jockeys as the background, delving into their personalities, experiences and education at the hands of a young, pretty and widowed school teacher.

Du Mont Reports Loss For First '57 Quarter

Allen B. Du Mont Laboratories, Inc., reports a loss of $353,000 on sales of $10,059,000 for the first quarter of 1957. This compares with an operating loss of $228,000, reduced by a Federal income tax carryback of $149,000 to a net loss of $49,000, on sales of $11,645,000 for the corresponding period of 1956.

Harry Feeney Promoted

Harry J. Feeney, trade news editor of CBS Television Press Information, has been promoted to the newly-created post of manager of trade and business news for the division. In his new capacity, Feeney will continue to report directly to Charles Oppenheim, director of information services, CBS Television.

Believe in Miracles?
Here's one in FILM SPLICING
they're all talking about:—
Booth 58!!!
SMPTE SHOW

See McConnaughey Set To Retire from FCC

WASHINGTON, May 1. — Federal Communications Commission chairman George C. McConnaughey will probably retire when his term ends June 30, according to informed sources.

They said they understood McConnaughey would not seek reappointment, but will instead return to law practice in Columbus, Ohio.

One of the leading candidates to succeed him on the commission is James E. McCarthy, former dean of the College of Commerce at Notre Dame. Others mentioned include former U. S. Civil Service commissioner George M. Moore, former Ohio Senator George Bender, and Los Angeles attorney Lyle Newcomer.

WB Package to WLAC

A contract for Warner Bros. features and all the cartoons, as well as the Popeye package, has been signed by Thomas B. Baker, Jr., executive vice-president and general manager of station WLAC-TV in Nashville, it was announced yesterday by W. Robert Rich, A.A.P. general sales manager.

Warner Bros. cartoons according to Rich, are showing an average rating of 15.6 for every market in which they have played, regardless of station, time-period or competition.

Graham Telecast

The first television broadcast of a Billy Graham crusade in this country will take place over the ABC Television Network, Saturday, June 1, from 8:00 to 9:00 P.M., EDT, when the evangelist begins a series of weekly hour programs from Madison Square Garden in New York. The telecasts will be sponsored by the Billy Graham Evangelistic Association.

Bartok, Paal Sign

Actress Eva Bartok and producer Alexander Paal have formed Profile Productions, Inc., and will produce a new television series for Screen Gems, Inc., tentatively titled, "Forever . . . Eva." Paal will produce the half-hour shows with actual production set for the summer. The locale of each segment will take the show to a different American city.

Winchell Show Set

"The Walter Winchell File," a new television program of fictionalized dramatic and news stories, has been purchased by the American Broadcasting Company for presentation next season. Winchell will be host, actor and narrator on the series, which is produced by Desilu Productions. Bert Granet is producer and Jerry Thorpe director.

Deny FCC Hearing to Adjourn

(Continued from page 1)

sioner James Cunningham, presiding officer. The TV producers, through their counsel, Paul Porter, wanted an informal discussion with the Network Study Committee, an agency of the FCC conducting the hearings, in order to narrow down the areas of disagreement.

An extensive questionnaire sent to some 195 program producers in December was not answered by the respondent primarily because of confidential financial data requested. Ashbrook Bryant, chief counsel for the committee, said the questions were considered carefully before they were sent out and the information desired is considered vital and non-negotiable. He also said the seven subpoenaed (Ralph M. Cohn, Screen Gems; John L. Sinn, Ziv Television; Harold L. Hackett, Official Films; Michael M. Sillerman, Television Programs of America; Harry Fleischman, Entertainment Productions; MCA-TV, Ltd., and Revue Productions) were picked because they are among the most important, they have substance and there is an obvious difference of opinion existing between them and the committee.

When Commissioner Cunningham asked why none of the subpoenaed parties showed up, and were represented by various counsels, Porter said the purpose was to test the jurisdiction of the committee to issue the subpoenae as they feel the questions asked were immaterial.

Cunningham recessed the hearings until this afternoon when the counsels will argue their individual cases and the Commissioner will make his ruling.

Leonard Hole, 49

Funeral services will be held here tomorrow for Leonard H. Hole, director of program development for NBC-TV and a veteran of more than 25 years of television and radio, who died earlier this week in Regent Hospital after a long illness. Services will be at the Frank E. Campbell Funeral Home at 10 A.M. with private burial services in Pound Ridge, N. Y. Hole was 49.

W. Briemann Dies

BALTIMORE, May 1. — Funeral services will be held tomorrow for William Briemann, manager of the Ambassador Theatre, who died suddenly Monday, apparently from a heart attack. Briemann had been at the theatre, one of the Durkee chain, since 1935. Previously he was manager of the Edgewood and prior to that, assistant manager at the Grand.

SEE MONSTER FROM OUTERSPACE DESTROY MEN!
Not since King Kong has the screen seen anything like it!
20 MILLION MILES TO EARTH
from COLUMBIA of course!

National Pre-Selling

"PADDY CHAYEFSKY's sentimental little stories of people who ride New York's subways began with 'Marty,'" reports "Life" in the April 29 issue. "Now in 'The Bachelor Party,' a Hecht-Hill-Lancaster movie under U.A. release, Chayefsky, with ears attuned to every whisper of joy and whimper of woe under New York's nervous noises, lovingly creates his characters by setting down their prosaic talk and writing of them all with warmth."

•

"The Spirit of St. Louis" and "Funny Face" have been selected by Florence Somers of "Redbook" as the pictures of the month for May.

•

Debbie Reynolds, star of U.A.'s "Tammy and the Bachelor," is featured in an ad placed by Western Union in the May 4 issue of "The Saturday Evening Post."

•

In a full-color pictorial story of "The Prince and the Showgirl," which appeared in the April 28 issue of "This Week," Marilyn Monroe is shown receiving the Order of Perseverance, Second Class. Louis Berg, the article's author, says, "Decorating Marilyn Monroe seems like gilding the lily. And it didn't change our Marilyn —she was an hour and a half late on the set for a scene illustrated in the story."

•

"Funny Face" receives considerable attention in the May 14 issue of "Look." Audrey Hepburn and Fred Astaire are shown in interest-compelling photos, taken on the Paramount production sets.

In summing up, "Look's" editor says, "'Funny Face' is exceptional, not so much for its story as for the warmer performances of Hepburn and Astaire and for the bold brillance of its color."

•

COMPO placed a page ad in "Editor and Publisher's" April 6 issue stating in part that "During the year more than 10 per cent of 'Parade's' editorial content was devoted to movie coverage."

•

"The leading roles in 'The Red Balloon,'" reports "Life" in the April 29 issue, in the whimsical new 34 minute long French film, are taken by a 5½-year-old boy, a 4½-year-old girl and a balloon." A full page of color photos are devoted to this French film which "Life" says "is a wonderful movie to see."

•

Martin Mayer has written a finely detailed biography of Jacques-Yves Cousteau, producer of Columbia's "The Silent World," for the May issue of "Esquire."

WALTER HAAS

REVIEWS:

Public Pigeon No. 1

RKO Radio—Universal

HOLLYWOOD, May 1

RED SKELTON, VIVIAN BLAINE, Janet Blair and Jay C. Flippen make a good deal of comedy capital here of a story strictly in the Skelton tradition. It is a Val-Ritchie Corp. production by Harry Tugend. It was directed by Norman Z. McLeod from a script by the producer, based on a teleplay by Devery Freeman that is based in turn on a story by Don Quinn and Larry Berns.

In its best sequences, notably a pseudo-suspenseful stretch in which the warden and guards of a penitentiary undertake to expedite the star's escape from their jail, and another in which he fails humorously to hold a series of jobs obtained via newspaper want-ads, it is a very amusing picture. Over-all, however, it depends primarily, and properly, on the Skelton ability to entertain personally, and nobody knows better than the comedian himself how hard it is to top yourself in one sequence after another for 79 minutes.

The narrative concerns the experiences of Skelton, who starts the picture as a lunch-counter waiter, when and after bogus stock salesmen sell him a sheaf of phony uranium stock. In the course of the wide-winding complications that stand between start and finish of the story line Miss Blaine has opportunity to run off a couple of production numbers (songs by Matty Malneck and Eve Marley) which are handled for laugh purposes.

The picture, fashioned snugly to the taste of the Skelton fan following, is beneficiary of Technicolor and a music score by David Rose.

Running time, 79 minutes. General classification. Release, in June.

WILLIAM R. WEAVER

Johnny Tremain

Buena Vista

THE DRAMATIC events in and near Boston leading up to the American Revolution (including the "shot that was heard around the world") are seen through the eyes of a new Walt Disney hero, Johnny Tremain, in this latest Buena Vista live-action feature. Johnny, a young, fresh-faced teenager of indomitable goodwill and optimism, is the prototype of all protagonists of this type of juvenile fiction. A humble orphan of near noble parentage, he is buffetted about by the winds of fate, takes part in the Boston tea party, the battles of Lexington and Concord and in the course of his journey hobnobs with such fathers of our country as Paul Revere, Sammy (sic) Adams and Josiah Quincy.

For the youngsters, this is slick, handsome historical fiction, beautifully set and photographed in color by Technicolor, and having the laudable simplicity of plot line of all good story-telling. The youngsters in the forefront of the action are well-scrubbed, appealing kids who give the film a pleasant buoyancy.

The cast is excellent, headed by young Hal Stalmaster in the title role, with Luana Patten (grown into a beautiful doll) as his girl friend, and Dick Beymer as another young friend. The adult roles are equally well handled, especially by Jeff York (one-time Mike Fink), as a revolutionary leader, and Sebastian Cabot, as a pompous Tory merchant and evil uncle to the orphaned Johnny.

The screenplay by Tom Blackburn, based on a novel by Esther Forbes, opens with Johnny apprenticed to an old Boston silversmith. When he burns his hand in molten silver, Johnny is forced to the streets where he is befriended by a young member of the Sons of Liberty organization which is leading the fight against British oppression. Johnny becomes an undercover messenger for the group and thus takes part in a lot of the kind of cloak-and-dagger business all kids love, complete with secret passwords and code rappings on the door. The battle of Concord and the march on Boston form the climax of the film.

Robert Stevenson directed and Walt Disney produced. Charles P. Boyle was responsible for the fine photography. Additional exploitation material will be found in two rousing songs, the title number and another called "The Liberty Tree," by Blackburn and George Bruns.

Running time, 80 minutes. General classification. Release, in July.

VINCENT CANBY

UA-MPAA

(*Continued from page* 1)

effective until six months later, wa the second time that the company ha withdrawn from the Association. Th resignation was based on the MPA board of directors upholding a decision by the Production Code Administration to withhold approval of "Th Man With the Golden Arm," a fil which dealt with narcotics. The firs UA resignation came in 1945 whe the current management team heade by Krim and board chairman Robe S. Benjamin was not in control. The reapplied for MPAA membership an were accepted—in September, 1954.

Has Followed MPAA Dictum

UA, while not a member of th MPAA, has, however, been taking a active role in Association activitie and conforming to its administration UA's national director of advertising publicity and exploitation, Roger H Lewis, is currently chairman of th MPAA advertising-publicity director committee, and a leader in the industry business building program. UA ha also been submitting all of its ar copy and advertising stills and campaigns to the MPAA for approval.

Rejoining Seen Likely

According to an official close to th situation, the likelihood of UA rejoining the MPAA is seen "as good," a the company is now a publicly owne corporation. UA has been an activ member of the Motion Picture Expor Association all along.

Further discussions on the UA reaffiliation with the MPAA are expected to take place within the next fe weeks, it was stated.

Marie Berglund Named Head of N. O. WOMPI

NEW ORLEANS, May 1. — Th Women of the Motion Picture Industr of New Orleans have elected as president Mrs. Marie Berglund, of the Motion Picture Advertising Co. to succeed Miss Ruth Toubman.

Others named at their annual election of officers recently were Mrs. An Balencie, first vice-president, Paramount Film Distributors; Mrs. Imeld Giessinger, second vice - presiden Richards Center; Mrs. Lee Nickolau corresponding secretary, Cohen Enterprises; Mrs. Judy Hanmer, recording secretary, Universal exchange; an Miss Antoinette Bollhalter, treasure Cohen Enterprises.

Also as board members: Mrs. Carmen Smith, Exhibitors' Poster Exchange; Mrs. Bernice Chauvi M-G-M; Miss Ethel Holton, 20th Century-Fox, and Mrs. Anna Oliphin Richards Center.

A Dream Come True!
The Cure-All for All
FILM SPLICING Problems
See a Live Demonstration
Booth 58!!!
SMPTE SHOW

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 81, NO. 86 | NEW YORK, U.S.A., FRIDAY, MAY 3, 1957 | TEN CENTS

Film Finance

Pinanski Here On Plan for More Product

Likes Idea; May Help Set Up New England Meeting

Sam Pinanski, head of American Theatres circuit, Boston, conferred here yesterday with individuals interested in the recently announced plan of New York exhibitors to subscribe financing for additional production designed to help ease the film shortage.

Sam Pinanski

Pinanski is known to be in favor of encouraging increased product supplies, having headed the Ex-

(Continued on page 2)

New Promotion Plan on N. J. Allied Agenda

A promotion plan to boost theatre business in New Jersey will be presented to the membership of Allied Theatre Owners of New Jersey at the group's meeting here on May 14, according to president Sidney Stern.

The ATONJ head, who will leave here over the weekend for the national Allied board of directors meeting in Detroit, said that the business building plan is just "state-wide." He would not say what it encompasses.

Stern said that the ATONJ membership will also be presented with a complete report on the activities of the national Allied board and a report

(Continued on page 6)

Television Today Page 4

Plan MPAA Meet 'In Two Weeks' On Business Plan, 'Streamlining'

The Motion Picture Association of America made attempts here yesterday to schedule a meeting of its board of directors within two weeks to act upon the business building program and a report scheduled for presentation on the "streamlining" of distribution company operations, it was learned.

Eric Johnston, MPAA president, who arrived in New York from his Washington headquarters with vice-president Kenneth Clark, proposed that the directors meeting be set up following a Harvard Club luncheon of the MPAA advertising and directors committee here on May 9.

An actual date for the board meeting is expected to be formulated by late today following notice from some board members as to availability.

The agenda for the board meeting, according to an MPAA official, is highlighted by proposals on financing the industry business building program. A report from the MPAA business building coordinating committee, headed by Spyros P. Skouras, and a

(Continued on page 6)

Claims FCC Unit Has Subpoena Authority

By JAY REMER

The Network Study Committee of the Federal Communications Commission has the authority to investigate and the authority to subpoena, according to Ashbrook Bryant, counsel for the committee.

This was his summation of evidence yesterday in the television network broadcasting hearings at Federal District Court here. Wednesday the seven program producers subpoenaed submit-

(Continued on page 5)

Industry-Wide Talks On H-63 Contract Asked

The Home Office Employees Union, Local H-63, IATSE, will request the motion picture companies here to hold industry-wide labor negotiations for a new employment agreement following the expiration of the present pact on Aug. 31, according to Russell M. Moss, executive vice-president of H-63.

Moss said here yesterday that he

(Continued on page 6)

Todd Shows '80 Days' in 35mm at Cannes Festival

Special to THE DAILY

CANNES, May 2—Michael Todd's "Around the World in 80 Days" was shown at the Cannes Film Festival here today in 35mm, one of the few times the picture has been shown to an audience in other than its original 65mm process.

The picture was shown in two-to-one ratio on a curved screen, with sterephonic sound and the Todd-AO lens. The showing demonstrated that high quality 35mm prints can be provided should Todd and the distributor, United Artists, decide to show it in other than the 65mm. process. To date, no commercial engagements of the film in 35mm. have been licensed. The picture is not in the awards competition here.

Continental Distributing To Open in Canada

Continental Distributing, Inc. will undertake its own sales and distribution in Canada with offices in key cities, it was announced yesterday in a joint statement by Frank Kassler, president, and Walter Reade, Jr., chairman of the board. The territory will be under the direction of Carl Peppercorn, vice-president in charge of sales.

Continental will handle sales and distribution for outside producers and

(Continued on page 6)

Rudich Named Eastern Repr. for Preminger

Nat Rudich, 15-year veteran of the film and radio-television fields, has been named Eastern representative for Otto Preminger's productions. He is resigning as United Artists assistant publicity manager to take over the newly-created post on Monday.

Rudich will have his headquarters in New York. As his first assignment he will work on the campaign for Preminger's "Saint Joan," a United Artists release. George Thomas Jr. continues as publicity and advertising director of the Preminger organization, with headquarters on the West Coast.

Stockholders' Report

$7,300,000 In Par. Sales Of Properties

Includes Disposal of Theatre in England

Paramount Pictures realized $7,300,000 in revenue during 1956 from the sale of marginal and less profitable activities, among them being the disposal of its theatre interests in England, according to president Barney Balaban.

Barney Balaban

In his annual report to stockholders, in which the film company's program of diversification is presented and in which Balaban reports

(Continued on page 5)

Larson Asks Return to USIA of Film-Fund Cut

From THE DAILY Bureau

WASHINGTON, May 2 – U.S. Information Agency director Arthur Larson today asked the Senate to restore $30,000,000 of the $35,000,000 cut by the House from the agency's $144,000,000 appropriations request.

The agency this year has $113,-

(Continued on page 6)

Set N. Y. Hearing May 8 On New Theatres for NT

From THE DAILY Bureau

WASHINGTON, May 2 – Justice Department officials said a hearing had been set in New York District Court next Wednesday afternoon, May 8, on the application of National Theatres to acquire a new theatre in the Denver, Colo., suburb of Littleton.

So far no opposition has been voiced by other exhibitors, Justice said.

PERSONAL MENTION

CHARLES J. FELDMAN, Universal Pictures vice-president and general sales manager, will leave New York at the weekend for San Francisco en route to Tokyo and other cities of the Orient.

●

Spyros P. Skouras, 20th Century-Fox president, and Murray Silverstone, president of that company's Inter-American Corp., will return to New York today from Mexico City.

●

William J. Heineman, United Artists distribution vice-president, will leave here for the Coast this weekend, returning to New York in mid-week.

●

Gordon Lightstone, Paramount's general manager in Canada, returned to Toronto yesterday from New York.

●

John P. Byrne and Robert Mochrie, M-G-M, assistant sales managers, will return to New York on Monday, the former from Indianapolis, the latter from a tour of the company's Western branches.

●

George, C. Hoover, executive director of Variety Clubs International, tomorrow will address the senior class and alumni of the University of Florida on advertising, marketing and public relations.

●

Irving Mack, head of Filmack Trailers, Chicago, will return there tomorrow from New York.

●

Robert Smith, producer of Paramount's "The Buster Keaton Story," will return to Hollywood tomorrow from New York.

●

Lee Koken, president of the National Association of Concessionnaires, and head of vending and concessions for RKO Theatres, will leave here today for Chicago.

●

Samuel G. Engel, producer of 20th Century-Fox's "Bernadine," returned to Hollywood yesterday from New York.

●

William M. Pizor, of Lippert Pictures; Mrs. Pizor and their son, Irwin, will leave New York tomorrow aboard the "United States" for a tour of Continental Europe.

●

Lois Marie O'Connor, daughter of John J. O'Connor, vice-president of Universal Pictures, will be married tomorrow to James Daniel Vaughan, Jr., at Saints John and Paul Church, Larchmont, N. Y.

M.P. DAILY picture

Advertising ogency executives were the judges for the Quigley Awards first quorter of 1957 judging held yesterday. Abave are Roy Winkler of Buchonon & Co., Oliver Kingsbury of Donahue & Co., and Monrae Greenthal, of Monroe Greenthal & Ca., examining entries received by the Manogers Round Table from showmen oround the world.

'D.I.' To Have Premiere In Chicago May 30

CHICAGO, May 2. – "The D.I.," Jack Webb's new production for Warner Bros. release, will have its world premiere at the Chicago Theatre on May 30 with a day-long series of special events. Webb will make personal appearances on stage of the theatre preceding each performance on premiere day. Howard Miller, known as "America's top disc jockey," will act as emcee for Webb's stage appearances.

All Media Included

Webb, who stars in the Mark VII Ltd. production, which he also produced and directed, will arrive here four days in advance of the premiere to engage in an intensive schedule of activities, including press, TV and radio interviews. Elaborate preparations are under way for city-wide participation in the welcoming ceremonies for Webb.

T. H. Strauss to Fox

Theodore H. Strauss, until recently editor of "Women's Home Companion" and prior to that editorial director of Crowell-Collier Publishing Co., has joined the Eastern story department of 20th Century-Fox as associate editor, it was announced yesterday by Joseph H. Moskowitz, vice-president and Eastern studio representative.

Set Criterion Record

Paramount's "The Ten Commandments" has established a new record as the longest-playing picture in the history of New York's Criterion Theatre, with the beginning today of the 26th consecutive week of its engagement.

Newspaper Headlines Cite Film Resurgence

The 76th in the series of COMPO ads in "Editor & Publisher," which will appear tomorrow, calls attention to the fact that newspaper headlines are beginning to show an awareness of the movie industry's resurgence. With more newspaper readers going to the theatres, the ad makes this suggestion to editors, "Why not give 'em more movie news to read?"

"It is gratifying to us in the movie business," the ad says, "that more and more newspapers are at least revealing an awareness of the movie industry's resurgence. This resurgence started last October with a sharp increase in theatre attendance, but it is only just now breaking into print.

Tom Pryor Quoted

"On March 21, for instance, the "San Francisco Examiner" printed this headline over a piece by Hortense Morton: 'Movies Ride Out Storm; Best Days Are Ahead.' This was followed on March 30 by the "New York Times," which carried this head on a dispatch from Hollywood by Thomas M. Pryor: ''56 Film Receipts Highest Since '52'."

Average Earnings Steady

HOLLYWOOD, May 2. – Average weekly earnings of crafts workers in theatrical film production held virtually unchanged during March, according to the monthly report of the California Department of Industrial Relations. The March average was $128.84, comparing with February's $128.92. The March average the year before was $118.70. Average hourly earnings this March were $3.21, comparing with $2.95 for the corresponding period of 1956.

Pinanski Here

(*Continued from page* 1)

hibitors Film Finance Group for Theatres Owners of America two years ago. That project was abandoned last year and a reported $500,000 that had been subscribed was returned to exhibitors.

Among those with whom Pinanski reportedly conferred yesterday was Fred Schwartz, head of Distributors Corp. of America, which would undertake production of some 16 films in the event adequate financing is advanced by the exhibitors. Pinanski returned to Boston yesterday afternoon and could not be reached for comment. In addition, efforts to reach Schwartz were unsuccessful.

Plan Widely Endorsed

The exhibitor production financing plan was described to a large meeting of metropolitan exhibitors several weeks ago by Max A. Cohen, head of Cinema Circuit, and received the endorsement of virtually every independent exhibitor of consequence in Gotham. In addition, heads of national circuits expressed interest in the project.

At the time, it was announced that similar meetings to put the plan before exhibitors in other key cities would be held in the near future. It is believed that, among other subjects, arrangements for presenting the plan to New England exhibitors at a meeting in Boston in the near future was discussed here yesterday by Pinanski.

Reorganize Personnel At Altec Office Here

The appointment of a new general manager and assistant general manager at the New York headquarters of Altec Service Company has been announced by H. M. Bessey, executive vice-president of Altec Service Companies, Inc. C. S. Perkins, now operating manager of Altec Service Company, will assume the duties of general manager of the organization. Marty Wolf, in addition to his present function as sales manager, will become assistant general manager.

Both Perkins and Wolf are veteran members of Altec Companies, Inc., having joined the organization when Altec Service Corporation was formed in 1937.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
AUDREY HEPBURN • FRED ASTAIRE
in
"FUNNY FACE"
co-starring KAY THOMPSON
A Paramount Picture
and THE MUSIC HALL'S GREAT EASTER STAGE SHOW

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Concessions Meet Monday

Special to THE DAILY

CHICAGO, May 2—The latest developments in concessions for both indoor and drive-in theatres will be discussed at the midwestern regional meeting of the National Association of Concessionnaires here Monday at the Hotel Sherman. Morning sessions, beginning at 10 A.M., will be devoted to indoor operation and afternoon sessions, starting at 2 P.M., to drive-ins.

Co-chairmen of the meeting are Lester Grant of the Confection Cabinet Corp. and Abe Bloom of Balaban and Katz Theatres. Attending from New York will be Lee Koken, NAC president and head of concessions for RKO Theatres, and Bert Nathan, of the Theatre Popcorn Vending Corp., and NAC chairman of the board.

Koken will speak at the morning session on the NAC and "its aims and purposes," and Nathan in the afternoon on the "new all-weather drive-ins."

Irving Mack Slated to Speak

Other morning topics will include automatic vending, ice cream sales, popcorn promotional aids, candy, soft ice cream products, and means of increasing sales in neighborhood theatres. Other afternoon topics will include buttered corn sales, refrigeration, big drinks promotion, and concession trailers. Irving Mack of the Filmack Trailer Co. will speak on the former topic.

Social affairs will include a luncheon to be sponsored by the Coca-Cola Co. and a suppliers' cocktail party to be given by Armour & Co., Pepsi-Cola Co., Apco, Inc., Supurdisplay, Inc., and Canada Dry Ginger Ale, Inc.

Allied Urges Support For 'Michigan Week'

DETROIT May 2—Michigan Allied is urging its members to get behind "Michigan Week," which will be celebrated in the state May 19-25.

In particular, showmen are asked to observe May 21, "Hospitality Day," by informing civic and church groups that theatres will admit one guest free with each paid admission. It is also suggested blocks of tickets be given merchants at reduced prices for distribution to their customers, and that the many low-priced promotional materials be utilized, particularly for stimulating kiddie matinee business.

Ask Holders to 'Show'

Twentieth Century-Fox stockholders in the New York metropolitan area have all been invited to attend a second presentation of the company's CinemaScope product feature, "The Big Show," at the Roxy Theatre here on May 9 at 9:15 a.m. A showing of the feature is being held on May 8 for the trade and press.

CHECKS FOR $16,000,000, representing payment for securities sold by a national group of underwriters, are presented to United Artists president Arthur B. Krim (seated at center) by Seymour M. Peyser, vice-president and general counsel. Other UA executives participating in the ceremony are (standing, left to right): Joseph Ende, controller; William J. Heineman, vice-president in charge of distribution; Max E. Youngstein, vice-president; Leon Goldberg, vice-president in charge of finance and treasurer, and Seward I. Benjamin, secretary. The offering of stocks and debentures was fully subscribed on the first day of sale. F. Eberstadt & Co. headed the group of 99 underwriters.

Say Howco to Produce 18 Films in 14 Months

NEW ORLEANS, May 2.—Joy N. Houck, co-head of Howco Productions and Howco Exchanges, has returned here from a meeting with his associate, J. Francis White, the company's general sales manager Scott Lett, and exchange managers and Howco franchise holders throughout the country, which was held in Chicago.

Houck said that plans are underway for the production company to deliver 18 pictures during the next 14 months for their new international set-up. One feature is already in the filming stage, and another is slated to start shooting in May.

Product Described by Corman

Roger Corman, young Hollywood producer-director, who was also in attendance, outlined the product he expects to deliver for Howco release. New Orleans territory franchise distributors who attended the meeting were Mrs. Sarah Cohen of Cohen Enterprises, and Roy Nicaud, manager of the exchange.

Grant Mitchell, 82

HOLLYWOOD, May 2. — Veteran motion picture performer Grant Mitchell, 82, died here in a sanitarium yesterday following an illness. Mitchell appeared in more than 70 motion pictures between 1933 and 1942, among them being "Nothing But the Truth," "New Moon," "My American Wife" and "It Happened on Fifth Avenue."

Pa. Theatre Reopened

PHILADELPHIA, May 2 — The Dell, neighborhood house closed late in 1956, reopened this week after extensive alterations. The Lyric, another neighborhood house, announced that it will be open while a major renovation program is being carried on.

Tornado Warnings Hurt Business in Detroit

DETROIT, May 2.—Business since Easter, with a few exceptions, has not been good. The expected upturn did not take place, and when last week things started to look better, there were sudden tornado warnings. Virtually every house has suffered, and particularly the drive-ins.

Some Hold Up Well

Exceptions were "Boy on a Dolphin" at the Fox Theatre, registering extremely strong business, and "Cinderella" at the Michigan, which has been good enough to hold over since Easter through this week. Twin-billed "Anastasia" and "Three Brave Men" started a strong second run, but the weather hurt business the day after engagements opened.

Shapp, Randolph Set As Va. Meet Speakers

RICHMOND, Va., May 2. — Two main speakers have been scheduled for the annual meeting of the Virginia Motion Picture Theatre Association to be held at the Chamberlain Hotel, Old Point Comfort, Va., from June 10-13.

Jennings Randolph, assistant to the president and director of public relations of Capitol Airlines, will be the banquet speaker on June 13, and Milton J. Shapp, president of Jerrold Electronics Corporation of Philadelphia, will speak at the morning meeting on June 12.

Reverts to Films

DETROIT, May 2 — The Riviera Theatre, which has been showing stage plays, at the end of this week reverts to a policy of second run motion pictures. It will revert to legitimate policy next September.

. . . NEWS ROUNDUP

LeMaire to Tour for 'Desk'

Leading department stores of the nation will sponsor fashion shows featuring the wardrobe designed by LeMaire for 20th Century-Fox's "Desk Set." Each store will be visited by LeMaire at the time of the local engagement of the CinemaScope production.

■

Build Big 'Face' Sign

Broadway theatre signs totalling 15,861 square feet in area will advertise Elia Kazan's production of "A Face in the Crowd," a Warner Brothers' release, which will have its premiere on May 28 at the Globe Theatre here. Of the total 1,173 square feet of ads will cover the front of the Globe, while an additional 14,688 will be used for a sign at the Mayfair.

■

Columbia Plans 'Fire' Drive

Columbia Pictures is preparing a $500,000 campaign for the July national release of "Fire Down Below." The Decca and Mercury record companies have plans for albums and single sides keyed to the film, which was shot in Trinidad and is linked to the current Calypso popularity.

■

ASCAP Victor over WSAY

The American Society of Composers, Authors and Publishers has obtained a summary judgment of $4,098.52 in Supreme Court, New York County, against Federal Broadcasting System, Inc., owner of Radio Station WSAY, Rochester, N. Y. The suit was based upon defendant's failure to pay license fees due ASCAP under license agreements which were formerly in effect.

■

'Bachelor' Ads Rejected

Advertisements for "The Bachelor Party" have been rejected by the Seattle "Times," the Seattle "Post-Intelligencer," the Portland "Oregonian" and the Cleveland "Plain-Dealer," "Press" and "News" on the ground that the copy and art are salacious.

Roscoe to Speak at Montana TOA Meeting

A report on current activities of Theatre Owners of America will be presented by George Roscoe, TOA field representative, to the Montana Theatres Association at its annual convention in the Rainbow Hotel, Great Falls, next Wednesday and Thursday.

Roscoe, who will leave here for Great Falls over the weekend, will also inform the TOA regional exhibitor unit of the latest news on telemovies and subscription television. He will talk on the upcoming cable theatre test in Bartlesville, Okla., as well as on other industry matters.

Television Today

Use Magnetic Sound for CBS News Shows

Pre-striped magnetic sound on 16mm film is being adopted by CBS for its television news programs. The reason for this will be explained by R. C. Rheineck, chief engineer, Film Production Division, CBS News in a paper prepared for delivery tomorrow at the 81st convention of the Society of Motion Picture and Television Engineers at the Shoreham Hotel.

News events happen anywhere and at any time; therefore the portability of equipment, together with speed of laboratory processing, become of paramount importance. Rheineck pointed out. These factors, he said, have determined the general choice of 16mm film for TV news production and the choice of single system rather than double system sound. The quality of the product, however, does not compare with "live" programming.

Plan Started in 1955

In 1955, CBS began an engineering program to evaluate the problems in the use of pre-striped magnetic sound —the application of the magnetic material to the film prior to exposure and development — for 16mm TV news and documentary film production.

The engineering program included the evaluation of problems in such phases of striped magnetic sound production as raw stock film striping, camera photography, laboratory processing, editing, film cleaning, projection, printing and raw stock and library storage.

These findings, as described by Rheineck are: "The quality improvements and operational advantages available with pre - striped magnetic sound are substantial for 16mm TV news and documentary-type film production. The extended high-frequency response, marked improvements in signal-to-noise ratio and lower harmonic distortion provide quality which is almost equivalent to "live" sound. . . . The basic tools required for pre-striped magnetic sound production are available now or will be shortly."

Sees General Use Soon

Rheineck said that CBS news programs were not, as yet, completely making use of magnetic sound but that in his opinion, single system photographic sound will give way to the improved production medium of pre-striped magnetic sound.

New Post for Straus

E. Charles Straus has been appointed to the newly-created post of director of talent and casting, CBS Television, Hollywood, it was announced by Alfred J. Scalpone, vice-president in charge of network programs, Hollywood. Straus has been assistant to the director of business affairs.

Nixon Lays Cornerstone For New NBC Studios

From THE DAILY Bureau

WASHINGTON, May 2 — Vice-President Nixon laid the cornerstone this morning for NBC's new $4,000,000 broadcasting studios in northwest Washington.

He hailed the studios as another milestone in improving communications so that the people could be kept informed of what goes on in the government.

Station WWL-TV in N.O. To Join CBS Network

Station WWL - TV, New Orleans, will go on the air on or about Thursday, Aug. 1, as an interconnected primary affiliate of the CBS Television Network, according to Edward P. Shurick, CBS Television vice-president and director of station relations.

The station, which will appear on the television rate card in the basic required group, will operate on Channel 4. It is owned and operated by Loyola University.

One Man's TViews

By Pinky Herman

PHIL COHAN, former Paramount music exec., who produced most of the "Jimmy Durante Radio and TV programs" and who told this scribbler years ago "that Garry Moore (then heard on the Durante program) was headed for the top as a comic" has been named producer of the "Guy Mitchell Show" which teevees off Saturday, Sept. 21 (10:00-10:30 P.M.) with Revlon picking up the tab. Guy's manager Eddie Joy will serve as exec producer. . . . DuMont TV, Radio and Phonograph account switched from Campbell-Ewald to Page-Noel-Brown, Inc. . . . Prexy Robert Eastman will make a special talk next Wednesnite (9:00-9:25 EDST) ABCelebrating National Radio Week. The following night (8:30-9:25) with Bill Brophy and Joe Franklin, co-hosting, recordings of former and present radio greats including Al Jolson, Eddie Cantor, Bing Crosby, Kate Smith, Rudy Vallee, Gene Austin, Ukelele Ike (Cliff Edwards), Belle Baker and many others will be played and their careers highlighted. . . . George DeMartini, identified with financial activities and a partner of Cohen, Simonson & Co., Wall Street Brokers, has resigned to give his full time to Guild Films Co. Inc. where he's just been elected a vice-president and treasurer. Organized by Reub Kaufman in 1952, Guild Films is currently producing 23 TV programs including "Liberace," "Captain Grief," "Kingdom of the Sea," among others. . . . That grand young "oldtimer," Gertrude Berg, leaves for a three-week vacation in New England Saturday.

☆ ☆ ☆

Tony Marvin

One of the handsomest, most talented, (and most important of all) sincere young announcers, Tony Marvin, has just waxed an LP album, "Words & Music of Love" for Zodiak Records which will be released in two weeks. Supported by Lee Irwin's organ wizardry, this item is a MUST for every radio and TV library everywhere. Incidentally if CBS doesn't sign Tony for his own singing spot, watch some network pull a fast one. . . . Bill Doll, associated with Mike Todd for many years, has just been upped to veep for Mike Todd Productions. . . . Eddie Buzzell has been signed by Screen Gems to produce-direct a new half hour telefilm series, "The Private Eyeful," based on stories by Henry Kane. . . . Dynamic Films, which, in the past few years has been awarded 21 citations for outstanding films, has just added five more awards, copped last week at the Columbus, (Ohio) Film Festival. . . . Pat Boone's new half-hour TVehicle sponsored by ABChevrolet tees off Thursday, Oct. 3 in the 9:00-9:30 P.M. slot. . . . Bill Stern starts a new series of "before the baseball game" telecasts Friday over WPIX (7:45-7:55 P.M.) Bill will combine late sport news and sports highlights, sponsored by Robert Hall Clothes. . . . Wonder if TV execs realize that Les (& Mary Ford) Paul is one of the funniest men we know and this fine musical team could really handle a situation comedy series.

Rise in Institutional Advertising Traced

Special to THE DAILY

PITTSBURGH, May 2. — United States industry's institutional advertising investment in network television has steadily increased during the last five years, in which period 22 major companies have invested $44,500,000 to acquaint the public with the particular materials they produced, Merle S. Jones, president of CBS Television, said here tonight.

Cites Laboratory 'Revolution'

Speaking to the Pittsburgh chapter of the National Industrial Advertisers Association, Jones traced the rise in industry's institutional advertising via television to the change that has taken place in the materials industry since World War II. There has been a "revolution in the laboratory," he said, resulting in new by-products of old materials.

In the old days, he continued, "a company's advertising targets were to be found within the framework of the specific industry to which the company belonged." Now, however, with all the new by-products, and with a "do-it-yourself public profoundly interested in matters that used to concern only the specialist, industry is finding television the most effective tool of informing the public of its advances. The ultimate consumer, said Jones, "has now become a shining target for industrial advertisers."

Gives Figures for 5 Companies

The CBS-TV president said that of the total of $44,500,000 invested in TV by industrial advertisers in the last five years, more than $7,000,000 was invested by the Reynolds Metals Company; $6,000,000 by U. S. Steel; $6,250,000 by ALCOA; $5,500,000 by Dow Chemical, and over $3,500,000 by duPont.

March TV Output, Sales in Increase

WASHINGTON, May 2—Television production and sales in March increased substantially over February and cumulative sales during the first three months of this year were reported to be above production by nearly one quarter million receivers, RETMA announced today.

TV output in March totaled 559,842 receivers compared with 464,697 made in February and 680,003 produced in March 1956. The number produced with UHF tuners totaled 62,815 in March as against the 82,805 made in March 1956.

Cumulative TV output during the first quarter of this year amounted to 1,474,729 receivers compared with 1,844,632 made during the first quarter of 1956, the computation showed.

$7,300,000

(*Continued from page* 1)

that the company's inventory at the close of last year was in excess of $57,000,000, the Paramount chief of-officer states:

Paramount has disposed of several theatres in England, including the Carleton in London, and the London Olympic Laboratory. These sales are expected to realize approximately $4,500,000 here after completing necessary discounting and exchange transactions later this year;

Paramount sold 230 "Popeye" cartoon shorts for approximately $1,500,000;

Rainbow Productions Sold

Paramount sold Rainbow Productions, for a total consideration in excess of $500,000. This company owned five features;

Paramount sold 35 Pine-Thomas features for $800,000, of which $600,000 has been received and the balance of $200,000 will be received over the next 12 months.

Balaban, in reporting that the 1956 consolidated earnings from operations and extraneous income amounted to $8,731,568 or $4.43 per share, stated that Paramount has "always believed that television and motion pictures were sister arts and that ultimately each would gain benefit from the other. Recent events have accentuated the longer range beneficial relationships between television and motion pictures.

'Most Significant Income'

He said there is increasing emphasis on the potentialities of motion pictures for use on TV and it seems that a new era of wholesome economic and artistic co-existence of these media may be in prospect. It is altogether conceivable that the future revenues of our picture product will have sources arising from free television and pay-as-you-see television, just as material in amount as that contributed by theatrical release. This expansion into the television media could represent a most significant income for motion pictures."

Balaban added, however, that the foreign market for motion pictures will continue to be increasingly affected by the novelty impact of television as that medium spreads abroad.

Undecided on Pre-1948 Library

The Paramount head also said that the company has not decided its course in making its pre-1948 feature film library available to television. "The shortage of major program material for TV and the popularity of feature length motion pictures has enhanced the value of our library. We are continuing to give close study to the involved legal, technical and business factors which must be considered in any decisions to sell or lease this most important asset," Balaban said.

Balaban also told stockholders that Paramount will continue its policy of diversification and reported on the interests held in Famous Players Canadian Corp., Ltd.; Chromatic Television Laboratories; International Telemeter Corp.; DuMont Broadcasting, Allen B. DuMont Laboratories, and Dot Records.

He also stated that the decision to discontinue the Paramount newsreel operation has made substantial capacity available for film laboratory work in New York and that the company is considering extensive expansion and conversion in the near future to accommodate the great demand for processing.

Lauds Forthcoming Films

"The past year has been a trying one for management, but the satisfactory results in maintaining our position in the industry and preserving our strong financial position have been most gratifying," Balaban told stockholders. "The most recently released and future product of the company is, we believe, of the caliber to meet the requirements of the present market and will keep Paramount in its position as one of the leaders in the industry," he said.

REVIEW:

The Little Hut

M-G-M

THE JOKE ABOUT two men and one woman—wife, husband, and best friend—being shipwrecked on a desert island is the basis for this somewhat risque film, which F. Hugh Herbert and Mark Robson have produced for M-G-M. Its source—a French stage farce by Andre Roussin—is the indication of its major audience appeal, which will be to "sophisticated" adults. Attracted by the well-publicized subject matter and the potent marquee lure of Ava Gardner, Stewart Granger and David Niven, such patrons should find it amusing much of the way.

That it is not consistently hilarious is hardly surprising, for there are few writing tasks more difficult than that of stretching out a single joke to the running time of a full-length film. Working from an English adaptation by Nancy Mitford of the French original, Herbert himself has contrived a script that follows the stage pattern closely.

That is so except at the beginning when he takes advantage of the freer movement the screen permits by introducing his characters in their fashionable London millieu. Miss Gardner is the wife of Granger, who plays a British government official, and Niven is their best friend. The point is made early that Granger has neglected his wife for business and that she is trying to arouse his jealousy by allowing Niven to squire her about town. Her interest in the latter, it is made plain, is strictly platonic.

THIS FEMININE stratagem is completely unsuccessful until the three of them are shipwrecked on an island while on a pleasure cruise. For the rest of the picture Miss Gardner plays the two men against each other until they are finally rescued and she elects to stay married to Granger instead of leaving him for Niven.

This situation is productive of abundant dialogue and sparse action in more ways than one. For "The Little Hut" is the kind of picture in which the characters winkingly threaten to violate moral codes—but never actually do. Once on the island, for instance, there is a great deal of suggestive chatter about what the "sleeping arrangements" will be. But for all of Niven's frenzied efforts to bring about what he facetiously calls a "lend-lease" deal involving Miss Gardner, the latter's virtue remains intact.

Throughout the whole picture the dialogue is "the thing," and it is loaded with *double entendre*, which some in the audience may find amusing and others monotonous. The film is in Eastman Color, but Robson, who also directed, has not made much of the surrounding island scenery.

Running time, 98 minutes. Adult classification. Release, in May.

RICHARD GERTNER

Foreign Investments Of Para. $7,644,847

Paramount Pictures' investments in Canadian and foreign companies, many of which operate in countries where currency restrictions prevail, aggregate $7,644,847, president Barney Balaban discloses in his company's annual report to stockholders.

Balaban reported that $4,677,000 is invested in Canada; $397,000 in other Western Hemisphere countries; $1,303,000 in England, and $1,268,000 in other foreign nations.

Cinerama Contest Set

DETROIT, May 2 — Cinerama, in cooperation with CKLW - TV, radio, and SAS Airlines, is sponsoring an essay contest. The winner and companion have choice of round trip flight to London, Paris, Rome, Istanbul, Cairo or Copenhagen. In addition the Music Hall is giving the winner $100 expensive money.

Claims FCC

(*Continued from page* 1)

ted briefs as to the lack of jurisdiction the committee had in issuing the subpoenae. Yesterday Bryant testified as to why it did have the jurisdiction.

He said the subpoenae contended the FCC and the committee demanded material that was not relevant; that the subpoenae were broad and therefore not enforceable, and to force compliance would be unreasonable seizure. What it "boils down" to, he said, was that the FCC and the committee acted in an arbitrary fashion. But, he pointed out, the Supreme Court has ruled if there is no arbitrariness, the subpoenae must be enforced and something is not arbitrary if it is not unreasonable.

Says Study Is Authorized

In arguing these points Bryant said that Section 403 of the Communications Act authorizes such a study by the FCC (the effect on TV broadcasting of production, distribution and sale of programs to networks and non-networks) and that each of the respondents falls into that category. On the point of relevancy, he said that until respondents show there is irrelevancy (prima facie evidence), then there isn't.

Bryant also said there seemed to be a feeling that these network broadcasting hearings were specifically for national networks, but he pointed out that it is a study of all facts about the industry that relate to network broadcasting.

Porter to File Briefs

Following Bryant's testimony, Paul Porter, spokesman for the respondents, requested permission from commissioner James D. Cunningham, presiding officer, to file briefs 10 days from receipt of yesterday's transcript. Cunningham agreed they may file by May 17 and that the committee may also file any additional briefs. The commissioner also requested the respondents to include the scope of their relationship in network broadcasting in their briefs. He said he would make his ruling following the filing of the briefs and if any further oral testimony were to be given, it would probably be heard in Washington.

Academy Sets Plans for Organizing 5 Chapters

Ed Sullivan and Johnny Mercer, presidents of the New York and Los Angeles chapters of the Academy of Television Arts and Sciences, have announced the start of a campaign for the organization of five new Academy chapters. Plans are under way for new units to be formed in New England, Baltimore - Philadelphia - Washington, the Southeast, the Southwest and Chicago.

Announced to spearhead the campaign for New England, from Maine down through Bridgeport, Conn., is Richard M. Pack, vice-president for programming, Westinghouse Broadcasting Co.

Theatre Advertises Lack Of Program Interruptions

Special to THE DAILY

PHILADELPHIA, May 2 – The movies strike back. In its newspaper advertisement the other day, the Lawndale, neighborhood house, not only announced its attractions but also pointed out a special feature for potential patrons in declaring:

"Absolutely No Commercial Advertising Interruptions."

MPAA Meet

(*Continued from page* 1)

talk by Roger H. Lewis, chairman of the advertising-publicity group, will be given to the board. A. Montague is scheduled to discuss the financing plan for the promotional program as presented by Ernest G. Stellings, TOA president.

The directors are also scheduled to receive a report from Booz, Allen & Hamilton, which has been conducting a survey on distribution operations at the home office and branch level with an eye towards streamlining operations.

A tentative survey report prepared by Booz, Allen & Hamilton has been given to the MPAA committee for study, which recommended a short time ago that a final report be prepared for submission to the MPAA board at its next meeting in mid-May.

New Promotion Plan

(*Continued from page* 1)

on the Emergency Defense Committee, which will be presented by chairman Irving Dollinger.

Other matters which will be discussed at the May 14 meeting, he said, include "no look" pictures and the product situation, print shortages, refusal to offer films on availabilities, a report on arbitration, progress on the national Allied reaffiliation with Council of Motion Picture Organizations, and cable theatres and subscription TV.

Stern said that also set for discussion is a labor matter pertaining to projection booths.

Continental in Canada

(*Continued from page* 1)

distributors as well as its own, the announcement stated. It added that they have concluded negotiations for several pictures, specific titles of which will be announced shortly. Arrangements are also being made for physical offices and for hiring personnel.

Variety Sponsors Circus

BALTIMORE, May 2. – Variety Club, Tent No. 19, has closed a deal for sponsoring the Ringling Bros., Barnum and Bailey Circus here in July at the Baltimore Stadium. Chief Barker Aaron Seidler went to New York recently to sign contracts and make final arrangements.

REVIEW:

Dragoon Wells Massacre

Parsons-Allied Artists—CinemaScope

HOLLYWOOD, May 2

BARRY SULLIVAN, Dennis O'Keefe, Mona Freeman and Katy Jurado make up a provocative marquee quartette with which to exploit this top-flight presentation of life and death on the American frontier filmed in far-reaching CinemaScope and realistic DeLuxe color against the scenically dramatic terrain of Southern Utah. It takes a big, strong story to live up to expectations inspired by billing of that magnitude–four principals, two processes–and that is the kind of story this one is. As produced on unstinted scale by Lindsley Parsons and his associate, John H. Burrows, with the experienced and expert Harold Schuster directing, the film stands out as one of the best two or three Western melodramas brought to screen in the past year.

Producer, director, and the screenwriter, Warren Douglas, who based his script on a story of Oliver Drake, followed none of the beaten tracks to the non-formula ending that satisfies finally the accumulated audience conjectures as to what happens to whom in the unpredictable finale. Their beginning is fresh, their complicating incidents, their relations with the enemy and with each other, are in nearly all cases different from others that have been used in frontier fiction. And all hands in production have succeeded remarkably well in spreading the emphasis evenly among the four principal characters, plus an astonishingly convincing fifth character played venonously by Sebastian Cabot. All of the roles, supporting as well as principal, are sharply, powerfully performed by a finely balanced cast.

THE PICTURE opens on a prison-wagon of the kind used in frontier times for transporting captured outlaws to distant jails, carrying Sullivan and another outlaw played by Jack Elam toward the nearest fort. From another direction comes Cabot, alone in a covered wagon, who comes upon a company of cavalrymen who, save for their captain, played by O'Keefe, had been massacred by Indians within the hour. From still another direction comes a stagecoach bearing Miss Freeman, Miss Jurado and others as passengers. In the certain knowledge that the Indians who massacred the cavalrymen are still in the neighborhood and sure to attack again, the entire company–prisoners, passengers, Cabot (who turns out to be a renegade white engaged in selling guns and liquor to the Indians) and Captain O'Keefe–join forces in the interests of mutual defense. Soon the Indians attack the three-wagon train, but are driven off, and from that point forward the company proceeds toward distant escape, with the Indians picking off one after another as the march proceeds.

Within the central story of the attack and the flight are told the several personal stories of the individuals brought together by this circumstance and none of the stories is formula. Neither is the outcome of the central story. Throughout the journey the death rate is high, the killings are explicity shown, and a floating poker game between outlaw Sullivan and sheriff Trevor Bardette supplies important humorous relief between crises.

The picture was produced in the magnificent Kanab, Utah country, which William Clothier caught in full splendor with his appreciative camera.

Running time, 88 minutes. General classification. Release, in May.

WILLIAM R. WEAVER

British Trade Organizes Bromhead Memorial

LONDON, May 2–The board of management of the Cinematograph Trade Benevolent Fund has approved the organization of committees to spearhead a drive for funds to be raised in honor of the late Reginald C. Bromhead who was one of the founders of the Fund in 1924.

The Memorial Fund is to be used, it has been decided, to build and furnish a new wing at Glebelands, one of the two homes for industry sick and aged maintained by the Benevolent Fund.

Industry Wide Talks

(*Continued from page* 1)

expects to request the industry-wide talks in early June and hopes they can be scheduled for next July.

The H-63 officer stated that the union's membership will be asked in June to discuss proposals which the new labor contract should contain. Moss added he anticipates that among the proposals which the union will ask will be a one-year agreement, due to the rising cost of living. At present, H-63 contracts with the film companies have been on a two-year basis.

Larson Asks

(*Continued from page* 1)

000,000 of appropriations, and sought $144,000,000 from the House for the coming year. The House cut the request to $106,100,000, and Larson today took to a Senate appropriations subcommittee a request that the Senate restore all but $5,000,000 of the House cut and give the agency $139,000,000 for the coming year.

"The action of the House represents a reduction of nine per cent below the current operating level, just at a time when the work faces new opportunities and responsibilities in the Near East and Africa and when the Soviet Union has mounted a new 'peaceful coexistence' offensive," Larson said.

Wants $3,077,000 Restored

He estimated that the house action, if sustained, would give the agency's motion picture division only $6,369,000 for the coming year, compared with $7,004,320 this year and a requested $9,446,000. He asked that the entire $3,077,000 House reduction for the film division be restored by the Senate.

Larson immediately ran into violent criticism from Senator Ellender (D., La.) and continued jabbing from chairman Johnson (D., Tex.) and other subcommittee members.

Arguing for restoration of the full film request, Larson said that "in the several, pivotal, newly developing sections of the world, where illiteracy rates are high, films are a singularly useful and effective method of telling our story. Our program effort in the use of this medium must be continued, and certainly should not be reduced."

Cites Film Problems in Antarctic Expeditions

WASHINGTON, May 2.–The difficulties of taking motion pictures in a temperature of 100 degrees below zero will be described by Richard R. Conger, assistant photographic officer U. S. Navy, in a paper prepared for presentation tomorrow at the 81st Convention of the Society of Motion Picture and Television Engineers meeting this week at the Shoreham Hotel. Conger will speak during the morning session on cinematography.

Conger has participated in four Antarctic expeditions and is scheduled to leave again this fall on Operation Deep Freeze. He is also one of the pioneers of underwater cinematography and in 1950 was loaned by the Navy to 20th Century-Fox Corp. to work on the production, "The Frogmen."

SMPTE Student Award

WASHINGTON, May 2 – The board of governors of the Society of Motion Pictures and Television Engineers has approved a student award of a $100 Government savings bond to be presented annually to the student who presents the best paper at a student section meeting during the school year preceding the granting of the award.

All
the News
That
Is News

MOTION PICTURE DAILY

Concise
and
to the
Point

VOL. 81, NO. 87 NEW YORK, U.S.A., MONDAY, MAY 6, 1957 TEN CENTS

Heavy Trading

Ellis Group Seen Buyers Of Rep. Stock

Speculate Unit Acquired 90,000 Shares Recently

Wall Street sources viewing the heavy trading of Republic Pictures stock this past week attributed it to an extension of the buying into the company by a West Coast group headed by Moe Ellis, who last year made an attempt to attain control of the company from Herbert J. Yates, president, and majority stockholder.

The same Wall Street sources speculated that Ellis acquired some 90,000 shares in recent weeks.

Republic Pictures stock closed on Friday at 8, a new high for the year. This represents a gain of over a point

(*Continued on page* 4)

Segal New Assistant UA Publicity Manager

Maurice Segal has been named assistant publicity manager of United Artists, it was announced at the weekend by Roger H. Lewis, national director of advertising, publicity and exploitation.

Maurice Segal

Segal, who resigned from the Universal-International publicity department, will also handle UA's radio-television contact operations under Mort Nathanson, publicity manager. He replaces Nat Rudich, who

(*Continued on page* 5)

Television Today Page 4

Senate Group Finds Film Content and Ads 'Improved'

By J. A. OTTEN

WASHINGTON, May 5—A Senate Judiciary Subcommittee said the film industry has taken important steps to improve the content of films and film advertising since a previous subcommittee report last year, but that "there is still room for improvement" to meet other criticisms leveled by the senators then.

The report came from a subcommittee headed by Senator Kefauver (D., Tenn.) and was part of an overall report on juvenile delinquency problems. Since 1953, the subcommittee has been studying on and off the effect of films and other media on teen-agers, and in 1956 presented a

(*Continued on page* 5)

Compo Executive Group To Meet in Early June

Members of the COMPO executive committee are being polled by mail on whether they prefer June 3 or June 10 as a date for their next meeting. Letters asking for expressions by members were sent out at the weekend by Robert Coyne, COMPO special counsel.

Among topics likely to be on the committee's agenda for its next meeting are developments on the COMPO Federal admission tax elimination effort; financing and dues solicitation; re-admission of Allied States to membership; election and appointment of committees and new and deferred activities proposed for COMPO attention.

PCA Sees Production Well Ahead of '55-56

From THE DAILY Bureau

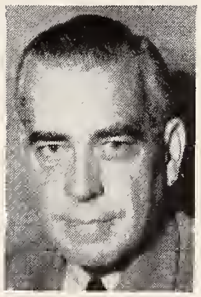
HOLLYWOOD, May 5. — Production here for the first four months shows a sharp rise over corresponding figures for the past two years, according to a report released on Friday by the Production Code Administration.

In the four-month period, PCA

(*Continued on page* 5)

Industry TV Show Not On Agenda Now: Clark

There are no pending plans at present for an industry sponsored and staged television show even though there has been accord on a business building program to aid box office grosses and public relations for motion pictures, according to Kenneth Clark, vice-president of the Motion Picture Association of America.


Kenneth Clark

The proposal for an industry television show was

(*Continued on page* 4)

Ways to Further Good Business Head Michigan Allied Meet Agenda

Special to THE DAILY

DETROIT, May 5.—Allied Theatres of Michigan has a major purpose when its 38th annual convention is held at the Hotel Whittier May 7-9—the furthering of good business. Plans include an exchange of various information, reports of industry surveys and a statement on telemovies.

There will be a secondary purpose of fun, with wives and children of exhibitors being urged to attend and tours have been set up for them to Greenfield Village and the Ford Museum, as well as affairs at the famous Dearborn Inn, Statler and Sheraton-Cadillac Hotels, and a special matinee of "Around the World in 80 Days."

In addition to the general program, the national Allied board will meet here tomorrow.

The convention starts with a cock-

(*Continued on page* 5)

Bernhard Report

See Big Gains For Industry Profits in '57

Credits Better Attendance And More Quality Pictures

Overall net profits of most motion picture companies and circuits will show substantial gains this year due to increasing film attendance and a larger supply of quality pictures, according to "The Value Line" investment survey, prepared by Arnold Bernhard & Co., investment advisors.

The companies will show larger earnings during the early 1960's as a result of asset realignment and capital reduction programs, the report stated. It adds that stock purchasers willing to accept considerable risks—as the industry is "a volatile one and

(*Continued on page* 4)

26 Film, TV Producers Cited by Christophers

Twenty-six motion picture and television producers, directors and writers will be named today as winners of Christopher awards for the six-month period ending March 31. In the announcement Father James Keller, founder of the Christophers, said that the citations were made in

(*Continued on page* 4)

NCA Changes Its Name; Unit to Honor Berger

Special to THE DAILY

MINNEAPOLIS, May 5. — North Central Allied with headquarters here has changed its name to Exhibitors Trade Association (ETA) following its recent reorganization, Ted Mann, new president, announced.

Mann and Henry Greene, ETA ex-

(*Continued on page* 5)

Tradewise on Page 2

Tradewise, the new department of comment by Onlooker, appears in this issue on page 2.

PERSONAL MENTION

HARRY M. KALMINE, vice-president and general manager of Stanley Warner Corp., has returned to New York following a tour of S-W situations in upstate New York and New England.

•

Samuel Green, secretary-treasurer of Peak Films, will leave here today for England to discuss plans for the company's second production there.

•

Jack M. Warner, executive in charge of the television, commercial and industrial film department at Warner Brothers, returned to the Coast at the weekend from New York.

•

Al Fitter, United Artists Western division manager, will leave New York today for St. Louis.

•

Samuel Norton, attorney for Bryna Productions, will leave here for London today via B.O.A.C.

•

William Dover, Universal-International story and scenario editor, arrived in New York at the weekend from Hollywood.

•

James E. Perkins, executive vice-president of Paramount International, will leave New York by plane on Wednesday for Paris.

•

Lotte Vorchheimer, secretary to Jerry Pickman, Paramount advertising-publicity vice-president, will return to New York today from a Florida vacation.

•

Arthur Freed, M-G-M producer, and Vincente Minelli, director, left here yesterday by plane for Paris.

Leaders in Both Media Invited to 'Big Show'

Leading figures in the entertainment and communications fields have been invited by 20th Century-Fox to attend the premiere showing of "The Big Show," the company's 90-minute CinemaScope product feature, at the Roxy Theatre on Wednesday morning.

Appearances in the film, which outlines the company's plans for its record 1957 output of 55 films, are made by Spyros P. Skouras, president; Alex Harrison general sales manager; Buddy Adler, executive head of production, and Charles Einfeld, vice-president.

TRADEWISE

By ONLOOKER

IT USED to be that distributors with potentially strong boxoffice entries would make every effort to get their picture booked into a particular theatre for every important opening—a theatre that either because of its location, individual physical characteristics, tradition, following or any of a number of other reasons made it the desirable showcase for the big attraction. While that's still true in most cases, there are of late an increasing number of pictures of such great drawing power that the theatre in which they play becomes a matter of less concern to the producer-distributor than before, providing, of course, the physical requisites are met. . . . The picture is the unquestioned draw and if it's in a side street theatre or even an outlying neighborhood the crowds will seek it out for its own sake. . . . "The Ten Commandments" and "Around the World in 80 Days" are examples. Neither has to have the best theatre in town nor the best location to do phenomenal business for long periods. . . . Proponents of the idea of making first run pictures available to outlying theatres for the convenience of neighborhood or suburban patronage that seldom goes to a "downtown" theatre anyhow see a powerful argument in this development in support of their plea for modern film merchandising.

WE SAT in the office of a major company general sales manager the other day who happens to have an exceptionally strong attraction current. He took one long distance call after another from theatre owners anxious to make a deal. . . . For a while we thought the good old days were here again. Then we recalled how many other pictures there happen to be on his schedule. The calls were about the best one only. Nowadays there are no in-betweens.

THE GRAPEVINE has it that Universal was close to consummating a deal with a West Coast principal for television rights to its backlog films two weeks ago but that it has since cooled. . . . Anyhow, Universal is said to be still listening to offers. . . . Paramount, the other unhurried marketer of a backlog, has completed its study of the various rights involved, and is expected to conclude a deal soon. Paul Raibourn, vice-president, told the New York Security Analysts recently that the company would be interested in an offer of around $35,000,000. Indications are they have one. . . . In its deals for financing independent producers United Artists makes a point of securing for itself the world-wide television distribution rights to such pictures, in addition to its share of the profits (ranging up to 50 per cent) on their theatrical distribution. Obviously smart thinking and a good, sound policy. . . . The latest Value Line Investment Survey of film company prospects continues to reflect an optimistic view for the entire industry, banking on both increasing attendance at theatres and expanded film markets outside the theatres. Doesn't even think that cabled televising of films to homes will necessarily hurt exhibitors. It sees them either as a part of it, should it catch on, or unaffected by it, largely because of the tendency of youth to seek entertainment outside the home. . . . Value Line may be guilty of gratuitously doing Paramount's thinking for it but, anyhow, it suggests that after realizing some $30,000,000 (after taxes) on a TV backlog deal, it could use about $20 millions to reacquire its own common stock (either in the market or through tenders) thereby reducing the number of shares outstanding to about 1.5 million. Each of the remaining shares would then have a 25 per cent larger equity in overall profits, it points out. . . . While there seems to be very little knowledge of the extent of Howard Hughes' acquisitions of 20th Century-Fox stock, it is widely accepted now that the buying was not unfriendly in any sense. There is no indication that Hughes had anything other than an investment in mind. Many market experts agree with him in that.

Loew's Inc. Retains Heller As Management Consultants

Loew's Inc. has retained Robert Heller & Associates as management consultants to survey company operations at all levels with a view toward improving efficiency and economy, according to an announcement made here at the weekend by president Joseph R. Vogel.

The company last year retained Booz, Allen & Hamilton as a management consultant to survey the M-G-M studio operations. This report was presented to the Loew's board of directors early this year.

Make Realignment of WB Division Posts

Roy H. Haines, general sales manager of Warner Bros., has announced the following realignment in the company's organization, effective today. Ralph J. Iannuzzi has been appointed Midwest division sales manager with headquarters at the home office in New York. Norman J. Ayers has been appointed Eastern district manager, also headquartering in New York.

Ed Williamson has been appointed Southwest district manager, and Grover Livingston Southeast district manager.

'Face'-Dodger Tie-In

Warner Bros. has arranged a local photo identification promotion on "A Face in the Crowd" with the Brooklyn Dodgers which will be launched today. It requires persons to identify themselves in photographs taken at Ebbets Field during the Dodgers' current home stand, as well as in the three-game series with the Giants May 24-26.

Winners will receive as prizes a pair of reserved seats to a Dodger home game and a pair of $25 tickets to the premiere of the picture at the Globe Theatre May 28.

SEG Reelects Farnum

HOLLYWOOD, May 5. — The Screen Extras Guild, in its annual election conducted by secret ballot, reelected Franklin Farnum president and elected the entire administration slate, with a single exception.

Twenty-eight persons competed for 19 positions as officers or board members.

N.F.C. Annual Luncheon

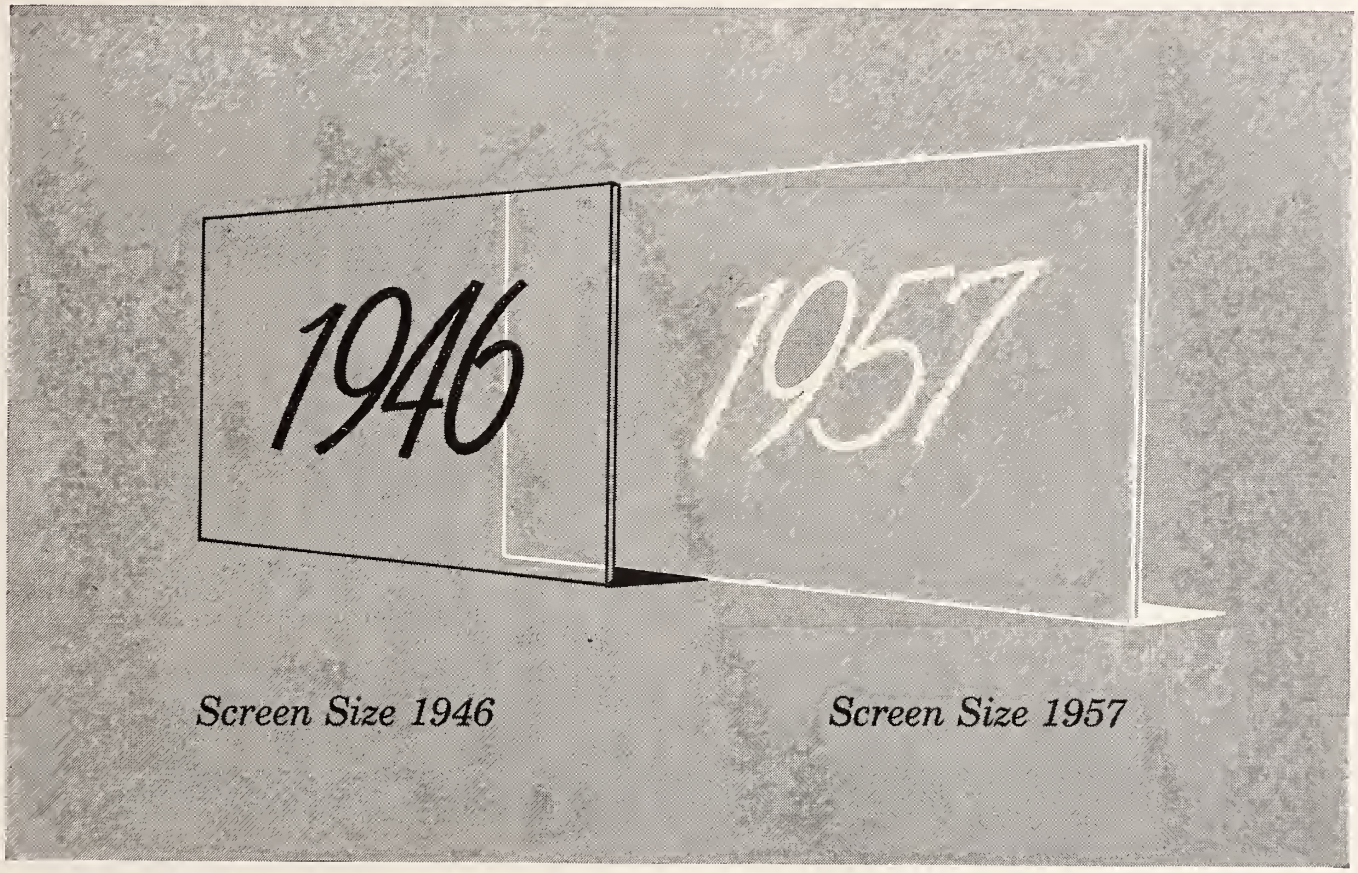
The annual luncheon of National Film Carriers, Inc., will be held at the Hotel Roosevelt here on Wednesday, Ira S. Stevens, secretary, has announced.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

NATIONAL
TRADE-MARK

PROJECTOR CARBONS

meet the demand for more and more light!



Screen Size 1946

Screen Size 1957

Screens have doubled in width

over the past eleven years. These larger screens impose stringent demands on projector carbons for increased light at minimum cost. This challenge has been met by "National" carbons.

Here's How:

- **The New "Suprex" 7mm Carbon**
- **The New "Suprex" 8mm Carbon**
- **The New 10mm High Intensity Carbon**
- **The New 11mm High Intensity Carbon**

These Carbons Provide:

- **Up to 20% more light.**
- **Up to 25% slower burn.**

This all adds up to a cost per unit of light that's the *lowest obtainable anywhere.*

THE PICTURE IS LIGHT...
GIVE IT ALL YOU CAN
WITH "NATIONAL" CARBONS

UNION CARBIDE

The terms "National", "Suprex" and "Union Carbide" are trade-marks of Union Carbide Corporation

NATIONAL CARBON COMPANY • **Division of Union Carbide Corporation** • ***30 East 42nd Street, New York 17, N. Y.***

SALES OFFICES: Atlanta, Chicago, Dallas, Kansas City, Los Angeles, New York, Pittsburgh, San Francisco • **IN CANADA:** Union Carbide Canada Limited, Toronto

Television Today

IN OUR VIEW

SIG MICKELSON, the very capable CBS vice-president in charge of news and public affairs, spoke quite recently before the World Conference on Christian Radio-Television, in Frankfort, Germany, and said the moral tone of television in America, the standards of behavior and morality reflected in the programs, is higher than that of any other medium of communication. We are not absolutely certain about the "higher than" but we will concede happily that American TV's standards are at least the peer of any other.

In citing the fact that the networks take some of their reserves and produce programs which are purely religious and/or educational in intent, without the remotest hope of profit through sale, Mr. Mickelson was emphasizing a facet of network operation of the greatest importance. Its value rests in the networks' preoccupation with what might best be described as "public service programming," or program broadcasting fundamentally in the public interest without thought of immediate or concrete profit. Mr. Mickelson told his hearers that the American networks regard their responsibilities to the public very seriously, and there is definite evidence of the truth of that statement.

•

Coincidentally, from the friendly rival camp of NBC comes to hand a report of the projects sponsored and carried forward by NBC owned stations in eight cities as part of their recent public service efforts. As detailed to Thomas B. McFadden, vice-president of NBC Owned Stations and NBC Spot Sales, the report summarized the stations' activities under the Impact Public Service Plan, adopted earlier this year. The activities ranged the gamut of worthwhile public causes, all the way from the Red Cross and the March of Dimes to such special, highly local but not less important projects as the promotion of eyeglasses for the needy, raising of money for a Philharmonic Orchestra, for a local women's medical college, for the Girl Scouts, for a local river pollution clearance, for safety in the streets, for city betterment, inclusive of essay contests.

Here is a broad field in which the television industry can never do too much, consistent with their prime function of achieving a profit, of course. And strangely enough, in the long run, the allocation of a certain portion of available time to worthwhile public service projects pays its own dividends in its own good time, and actually makes its own positive contribution to cash profits, when the books are closed.

—*Charles S. Aaronson*

Industry TV

(*Continued from page* 1)

presented a number of years ago to the MPAA board and strongly boosted by Max E. Youngstein, United Artists vice-president. Clark, while discussing the forthcoming MPAA board meeting at which time the financing of the industry business building program will be taken up, said here at the weekend that the staging and sponsorship of a network television show now "is very premature. The business building program now provides for the utilization of local radio and television for promoting films."

Youngstein said here at the weekend that he hasn't given the industry TV show idea "a thought" for a long time.

George Seaton, president of the Academy of Motion Picture Arts & Sciences, was another prominent industry figure who boosted the TV show idea. However, he sought to have the industry sponsor the telecasting of the "Oscar" awards.

Survey Close to Completion

Clark, prior to his departure on Friday afternoon for Washington, also said the Booz, Allen & Hamilton report on "streamlining" distribution operations will not be given to the MPAA board for some time. He said that the survey report on company home office and branch operations will be completed shortly and sent to the companies for consideration and discussion initially.

In reply to a question on the re-affiliation of UA with the MPAA, Clark said that a private meeting between MPAA president Eric Johnston and UA president Arthur B. Krim took place last week. However, discussions on the matter will be taking place for some time, Clark said.

NTA Plans New Series Of Musical Revues

Plans to produce a new series of half-hour "spectacular" revues for TV, featuring "top personalities" were announced for National Telefilm Associates by Harold Goldman, vice-president in charge of sales, at the weekend. The new series, now being readied, is titled "The Big Little Show."

Each program in the series will be a condensed musical "extravaganza" with locales ranging from Paris to the Caribbean. Among the stars to be featured are Sammy Davis, Jr., Peggy Lee, Billy Daniels, Jimmy Dorsey, Olga San Juan, Eddie Foy, Jr., Yvonne De Carlo, Barbara Britton, and Ed Sullivan.

Plan Bob Hope Shows

Timex Watches will sponsor a series of six one-hour variety programs starring Bob Hope during the 1957-58 television season over NBC-TV.

See Big '57 Gain for Industry

(*Continued from page* 1)

the stocks have poor stability records"—in exchange for generous income and impressive capital growth prospects, will find Decca Records, National Theatres, Paramount Pictures, Stanley Warner, Technicolor and 20th Century-Fox attractive.

Cites 'Marginal' Theatres

In its analysis of the amusement industry, Bernhard & Co. states that not only will the overall profits expand, but earnings per share will be further augmented by contracting common capitalizations. "Virtually all the companies own certain assets that are no longer making contributions to income. In a few cases, in fact, these properties are burdensome. All three of the major circuits are now operating a number of marginal or unprofitable theatres. Divestment of these theatres would therefore have little or no effect on the companies' earning power, but would only help eliminate expensive maintenance costs and real estate taxes.

"Moreover, Paramount, and Universal Pictures, a majority-owned subsidiary of Decca Records, still have not made any arrangement for the sale or lease of their film libraries. Fully aware of this situation, the movie companies are now proceeding to convert these unproductive assets into cash or earnings-producing items. Because most of the theatre buildings, studio facilities and old film libraries possess large cash market values, they return their owners very significant cash proceeds when and if they are sold," the investment survey points out.

All Paying Well Today

The Bernhard report also asserts that practically all of the film companies are currently trading well below their respective book values and are returning very generous yields. "They therefore represent excellent, and perhaps the most suitable, investments for their own companies. By following a systematic program for reacquiring stock, the companies, even with the same overall net income, can conceivably increase their per share earning and dividend-paying power by as much as 25 per cent," the Value Line states.

Christophers

(*Continued from page* 1)

"tribute to those who had used their God-given talents in a positive and constructive manner."

Motion pictures cited and listed according to release dates were: Twentieth Century-Fox's "Heaven Knows, Mr. Allison," producers Buddy Adler and Eugene Frenke, director - writer John Huston and writer John Lee Mahin; Warner Bros.' "The Spirit of St. Louis," producer Leland Hayward, director-writer Billy Wilder and writer Wendell Mayes; Paramount's "Fear Strikes Out," producer Alan Pakula, director Robert Mulligan and writers Ted Berkman and Raphael Blau; and Paramount's "Funny Face," producer Roger Edens, director Stanley Donen and writer Leonard Gershe.

Television Award Given

A Christopher television award was given for the first time to two programs in the same series. This special citation was made to Frank Capra for the production, direction and writing of "Our Mr. Sun" and "Hemo the Magnificent," the Nov. 19 and March 20 programs of the Bell System Science series on CBS. Shamus Culhane was also cited for the animation work on these two productions.

Television awards were also presented to: producer-director Bob Banner, and writers Robert Wells and John Bradford for the Dec. 16 NBC "Chevy Show," starring Dinah Shore; producer Bill Walsh, director Edward Sampson and writer Ray Darby for the "Christmas 'Round the World" series in the Mickey Mouse Club program, shown over ABC Dec. 18 through 24; producer C. Maurice Holland, director Frank Telford and writers Max Rosenfeld and George Salverson for "The Discoverers," the Feb. 6 Kraft Show on NBC.

Ellis Group

(*Continued from page* 1)

in recent weeks and two-and-a-half points over the low for 1957.

Efforts to reach Ellis or Yates in Hollywood over the weekend were unsuccessful.

It was reported also in Wall Street there is a possibility of a tie-in between the Ellis group and Associated Artists Productions, which is headed by Eliot Hyman. West Coast reports in recent weeks indicated that Hyman and Yates were meeting in regard to acquisition by AAP of the Republic studio in Hollywood. AAP is expanding in television film production and is seeking studio facilities and a laboratory for processing, a coupling which Republic has with its subsidiary Consolidated Laboratories.

AAP Handles WB Library

AAP is the TV distributor of the Warner Bros. film library and has the foreign theatrical film rights to the product. It was said that by having its own laboratory, AAP could save in print costs for foreign sales of the films.

Wall Street surmises that in these preliminary discussions between Yates and Hyman, the AAP head offered the Republic president one share of AAP stock for an equal share of Republic stock. Hyman was unavailable here for comment, but it was learned that he met with Yates on this matter only last week in New York.

Mich. Allied

(*Continued from page* 1)

tail party Tuesday, May 7. Wednesday, after business sessions, there will be a banquet at the Sheraton Cadillac with Hollywood celebrities attending.

Toastmaster at the banquet will be chief of detectives Albert E. Shapiro of the city of Detroit, Don R. Pears, speaker pro tem of the Michigan State House of Representatives; Julius Gordon, president of national Allied, and Abram F. Myers, general counsel and chairman of the board of national Allied.

On Wednesday, J. W. Servies, vice-president of National Theatre Supply and member of the Society of Motion Picture and Television Engineers, will speak on telemovies. The Thursday luncheon speaker will be Albert E. Sindlinger, research analyst.

Senate Group Lauds Film Content, Ads

(*Continued from page* 1)

special report on the impact of motion pictures.

"The violence and brutality in motion pictures which coincided with increased behavior of this type on the part of young people had to be counteracted with a strong insistence on the part of motion picture producers and Code administrators to adhere to the principles of the Production Code, which outlawed this type of film content," the report today stated. "The motion picture people have to a greater degree than previously assumed the responsibility of helping young children form opinions and attitudes that will help them meet the problems of living in our complex society to the best interests of both.

Self-Control Emphasized

"The subcommittee believes that, in the main, the content of both motion pictures and motion picture advertising produced by members of the production and advertising codes has greatly improved since the initial look at the industry's product in 1955. This development was anticipated in the subcommittee report, which stated 'that the industry, possessing most of the means, can cure the most serious ills of its volition.'"

The subcommittee reiterated an earlier recommendation that the Motion Picture Association consider placing representatives of exhibitors and independent film producers on the board of appeals of the codes, and that there be power to invoke sanctions against member firms which violate code provisions.

Praises Code for Vision

The senators said they wanted to reiterate now their previous recommendations that the industry stress its role as a "civic and informational agency conscious of the changing character of many social problems" and relax the Code to permit mature handling of important social matters. They said they were pleased to note that last December the Production Code was liberalized to authorize discreet, restrained treatment of such social problems as narcotic addiction and kidnapping. At the same time, the report added, the subcommittee was pleased to see that the Code puts increased stress on outlawing brutality in films and that Code officials are enforcing this ban more strictly, resulting in "a considerable reduction of this type of film content."

The report also again stressed the power of the public to force film makers to make desirable films, and said the volume of mail received by the subcommittee since its earlier report "would indicate an awareness on the part of the public of their responsibility to use their influence on the area of film production."

The subcommittee renewed a recommendation that major studios also producing films for TV submit these for Production Code approval, and said it had been notified by MPAA that this was on the agenda for decision. It again urged that professional people from the behavorial sciences be consulted on the production and advertising codes.

Federal Control Seen Unnecessary

The senators said that basic to their entire consideration of the matter was the conviction that the motion picture industry and other media could regulate themselves by voluntary code, and that government control would be unnecessary.

With respect to television, the subcommittee report said the National Association of Radio and Television Broadcasters code should be revised so that provisions on good taste "are at least as stringent as those of the Motion Picture Code." It said certain types of subject matter should be prohibited, definitions be made more specific, and loose wording eliminated.

AB-PT Pictures Pairs 'Unearthly' with 'End'

HOLLYWOOD, May 5. — AB-PT Pictures, Inc., has announced acquisition of "The Unearthly," produced and directed by Brook L. Peters, with John Carradine and Allison Hayes co-starred. The picture, on which principal photography has been completed, will be edited, dubbed and scored by Irving H. Levin, AB-PT president, within a fortnight, and will be paired with AB-PT's "Beginning of the End" in saturation booking June 19 in 80 theatres throughout the Chicago-Illinois-Indiana territory.

Vandals Close Theatre

BUFFALO, May 5. — Francis A. Tate has closed his Wilson Theatre in the town of the same name near Lockport after waging a losing fight to curb juvenile vandalism. Tate, a pioneer in the exhibition field, has posted this sign on the marquee: "Some Teen-agers Closed This Theatre."

Reade Going to Cannes

Walter Reade, Jr., chairman of the board of Continental Distributing, Inc., will leave here on Saturday by plane for Cannes, France, where he will attend the film festival there with a view to acquiring new product for release next season. He will return to New York early in June.

Empire Deal Signed

ORLANDO, Fla., May 5.—Empire Studios, Inc., of this city, has signed a contract with a newly-organized company, Empire Film Distributors, for the release of its latest motion picture, "Naked in the Sun," R. John Hugh, president of Empire Studios, has announced.

Cut Knoxville Tax

KNOXVILLE, Tenn., May 5.—The five per cent amusement tax on movie tickets was reduced to three per cent by city council in accordance with a bill passed in the general assembly.

Segal Named

(*Continued from page* 1)

resigned to become Eastern representative for Otto Preminger.

Segal entered the film industry in 1941 as a writer at Twentieth Century-Fox. He returned there following three and one-half years of war service, and in 1947 joined Century Theatres as assistant to the director of advertising and publicity. Two years later he became trade press representative for Paramount Pictures. He also was associated with RKO Radio Pictures and with the publicity firm of Norton and Condon.

NCA Changes Name

(*Continued from page* 1)

ecutive secretary, will attend the national Allied States board meeting in Detroit this week as representatives of the Minnesota organization. ETA will sponsor a testimonial dinner to Benjamin Berger, former president, to be held following his return from a European trip about July 15.

Mann confirmed that Home Theatres, largest dues-paying member of ETA had resigned, but said the action was unrelated to the reorganization of ETA.

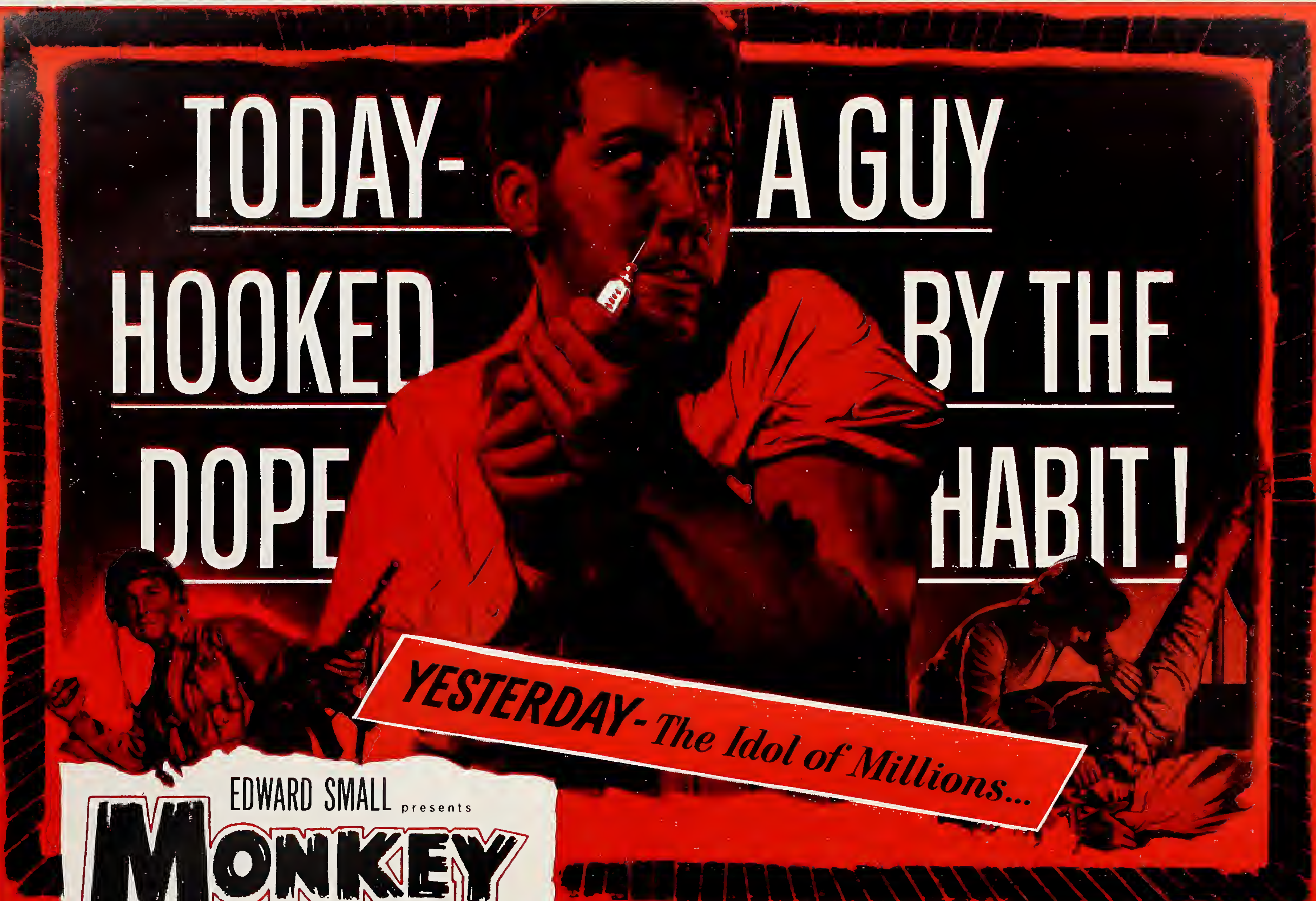
PCA Sees Introduction

(*Continued from page* 1)

passed on 126 features, compared to 115 in the 1956 period and 93 in 1955.

The PCA passed on 34 features during April of this year, which compares with 22 for the same month a year ago, and with a total of 20 the year before.

SEE OUTERSPACE MONSTER AMOK IN RUINS OF ROME!
Not since King Kong has the screen seen anything like it!
20 MILLION MILES TO EARTH
from COLUMBIA of course!



TODAY- A GUY HOOKED BY THE DOPE HABIT!

YESTERDAY- *The Idol of Millions...*

EDWARD SMALL presents

MONKEY ON MY BACK

The Story of Barney Ross

The no-holds-barred story of a champ of champs...
a Marine hero... who suddenly turned into a drug addict...
a screaming animal who'd kill for a "fix"!

He Never Could Have Come Back Without Her!

starring
CAMERON MITCHELL · DIANNE FOSTER
with PAUL RICHARDS · JACK ALBERTSON · KATHY CARVER
LISA GOLM · BARRY KELLEY · DAYTON LUMMIS
Written by CRANE WILBUR, ANTHONY VEILLER and PAUL DUDLEY
Directed by ANDRE de TOTH

Not since "THE MAN WITH THE GOLDEN ARM" has the screen told so daring a story...

AND THE BOOKINGS POURING IN FROM 107 KEYS IN 32 EXCHANGE AREAS PROVE IT'S GOT THAT SAME "GOLDEN" TOUCH!

WATCH THE LAST 2 WEEKS IN MAY!

THRU
UA

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 81, NO. 88 NEW YORK, U.S.A., TUESDAY, MAY 7, 1957 TEN CENTS

Mich. Allied Head

Asks Unity in Revitalizing Theatre Habit

Delegates Register Today; Banquet Is Slated Tonight

Special to THE DAILY

DETROIT, May 6—All branches of the motion picture industry "must combine, organize and direct their collective power and ability toward revitalizing the movie-going habit," Milton H. London, president of Allied Theatres of Michigan, will say in a speech prepared for delivery at the opening business session of the organization's 38th annual convention, which is scheduled to start here on Wednesday.

Delegates to the meeting will register tomorrow throughout the day

(*Continued on page 5*)

Para. Eastern Division Meetings Start Today

Special to THE DAILY

NEW HAVEN, Conn., May 6. — Hugh Owen, vice-president of Paramount Film Distributing Corp., this week will preside at four meetings in the branches of the Eastern Division, the first of which will be held here tomorrow. Boston, Buffalo and Albany are the other cities where meetings will be held before Owen returns to New York on Saturday.

Expect 18,000 Attend 'Big Show' Tomorrow

More than 18,000 exhibitors, stockholders, press, radio and TV editors and reporters, industry leaders and community opinion-makers will attend the initial six showings tomorrow of 20th Century - Fox's CinemaScope

(*Continued on page 5*)

Television Today Page 4

Philippines' Ban Mulled

The Motion Picture Export Association foreign managers committee will meet here today to discuss the withholding of member companies' product from the Philippines because of prohibitive restrictions.

The MPEA board, which in the past has banned export of American product to Spain and Denmark, will discuss the serving of Philippines exhibitors with a notice when the American companies will halt all shipments of films.

The Philippines has extended a three-point offer to the MPEA which would form the basis, they say, for a

(*Continued on page 2*)

Transparent Striping 'Not Whole Answer'

Sound engineers this week indicated that the accidental discovery of an apparent method of superimposing full track magnetic sound upon full track optical so that the optical track can still be reproduced "opens the door to a new avenue of research" rather than revolutionizes film sound reproduction.

The discovery was detailed Friday at the SMPTE convention in Washington in a paper read by George Lewin of the Army Pictorial Center. Lewin related that, using an Army 16mm

(*Continued on page 5*)

DCA Seeks Exhibitor Meetings on Financing

Distributors Corp. of America is attempting to set up exhibitor meetings this month in Dallas, Philadelphia and Boston in connection with the new production financing plan which would be launched with exhibitor financing, according to Fred Schwartz, DCA president.

Schwartz reported yesterday that he is awaiting word from people in all exchange areas concerning these exhibitor meetings. He said that the program will be launched as soon as possible.

Eberstadt Commission, Discount $1,060,000

F. Eberstadt & Co., head of a group of 99 underwriters marketing the United Artists Corp. stock and debentures, has received an underwriting discount and commission of five per cent on the debentures and $1.60 per share for a total $1,060,000, according to the UA prospectus.

UA, which marketed $10,000,000 in debentures and $7,000,000 from common stock sales received in net proceeds $9,500,000 or 95 per cent of the debenture revenue and $4,600,000 or $18.40 per common share. Proceeds to selling stockholders amounted to $1,840,000, before deduction of related expenses, estimated at $106,467 for

(*Continued on page 2*)

Hearings on Toll TV May Be Held By Commerce Committee of House

From THE DAILY Bureau

WASHINGTON, May 6.—House Commerce Committee chairman Harris (D., Ark.) said there's a possibility his committee may hold hearings on the toll television controversy.

Harris recently wrote the Federal Communications Commission raising a series of questions about the Commission's powers to authorize toll TV. The Commission then decided it would not consider toll TV any further until it has talked things over with Harris. This meeting might take place late this week, after chairman McConnaughey returns to town.

"If the Commission can answer to my satisfaction all the questions I raised in my letter," Harris told MOTION PICTURE DAILY, "then there probably will not be any committee hearings. But if in trying to answer my questions, they come up with some of their own, then we'll have to have hearings." Harris not only heads the full Commerce committee but also its broadcasting subcommittee.

"There is no question," Harris said, "that under the Communications Act the FCC has authority to allow tests of broadcasting services. But it does not have authority to change the fundamental philosophy of the Act. The answers to my questions will show whether a test of subscription television does or does not change the fundamental philosophy of the Act."

Stockholders Told

Study Merger Of Cinerama's 3 Interests

Sutliff, Kupferman Infer It is 'Good Possibility'

By LESTER DINOFF

The combining of all Cinerama interests — Stanley Warner Cinerama Corp., Cinerama Productions Corp., and Cinerama, Inc., was termed a "good possibility" yesterday by Cinerama Productions president Milo J. Sutliff and vice-president Theodore R. Kupferman.

Speaking at the annual meeting of Cinerama Productions' stockholders at the Barbizon Plaza Hotel here, Sutliff, while painting a "bullish and optimistic picture for the future," said discussions on consolidation had been going on for some time.

In reply to a question by stockholder A. H. Dillman of Bucks County, Pa., the Cinerama Productions' head

(*Continued on page 4*)

Decca 3-Month Earnings Reported $974,958

Consolidated net earnings of Decca Records, Inc., for the three-month period ended March 31, 1957, including the company's share of undistributed earnings of its subsidiary Universal Pictures Co., Inc., amounted to $974,958, equal to 61 cents per share on 1,602,501 outstanding shares of capital stock, it was announced here yesterday.

In the corresponding period of 1956, Decca reported earnings of $890,444, equal to 55 cents per share on the same number of shares then outstanding.

WGA Looks on Toll TV As New, Separate Field

From THE DAILY Bureau

HOLLYWOOD, May 6.—When and if subscription television materializes, it will be regarded by Writers Guild of America as a new field, so far as literary material is concerned, requiring new and separate negotiations. The National council of the WGA,

(*Continued on page 5*)

PERSONAL MENTION

BENJAMIN KALMENSON, Warner Brothers executive vice-president, has arrived in Hollywood from New York.

•

Ralph Hetzel and Griffith Johnson, vice-presidents of Motion Picture Export Association, will return to New York on Friday from Cannes.

•

Leo F. Samuels, president of Buena Vista, and Ned Clarke, foreign sales manager, have left New York for the Coast.

•

Raymond Levy of Raymond Levy & Associates is in Hollywood from New York.

•

Tom Gerety of the M-G-M advertising department is recuperating at New York Hospital following illness.

•

Roy E. Martin, vice-president of Martin Theatres, Columbus, Ga., has returned there with Mrs. Martin from the Virgin Islands.

•

Louis F. Schaefer, formerly manager of Stanley Warner houses in Philadelphia, has returned to the industry as manager of the newly-reopened Holiday in that city.

•

Florence Soos has resigned as assistant manager of the Warner Theatre, Bridgeport, Conn.

•

Eddie Rosenbaum, Philadelphia exploitation man, this week celebrated his 73rd birthday.

•

Guy V. Thayer, vice-president of Gross-Krasne, Inc., left Hollywood by plane yesterday for New York.

•

Will Brown, formerly manager of the Pheil Theatre, St. Petersburg, Fla., has been named manager of the Florida Theatre in that city. He will be succeded at the Pheil by Dick Leonard.

Camp-Scholarship Fund Is Memorial to Schine

GLOVERSVILLE, N. Y., May 6.—A number of scholarships have been approved by the Louis W. Schine Day Camp Fund for children, who thus will be enabled to spend vacations at the Day Camp, Sacandaga Reservoir, Mayfield, N. Y. The late Louis W. Schine, head of the Schine circuit, was much interested in the camp, and the fund has been established by his friends as a memorial to him.

Eberstadt

(Continued from page 1)

the company and $18,374 for the selling stockholders.

In the prospectus, which UA amended to suit the recommendations of the Securities and Exchange Commission, the film company notes that on April 1, 1957, it had outstanding in notes payable to banks $2,500,000 at 5¼ per cent due May 24, 1961, of which $750,000 is due at the end of 1957; $150,000 at six per cent due Feb. 14, 1958, and $925,000 on a four per cent debenture note due on March 8, 1961.

In sundry indebtedness due within one year, UA discloses that $4,816,756 is due Walter E. Heller & Co., at 13 per cent per annum, $1,133,000 at six per cent to banks, and $1,514,917 at six per cent to others.

The prospectus also includes a list of the underwriters across the nation, and the number of common shares and principal amount of debentures each has. Eberstadt has $720,000 in debentures and 20,000 common shares.

Producer, Cast to Aid 'Face in Crowd' Drive

Key personnel involved in the production of "A Face in the Crowd," including producer-director Elia Kazan, writer Budd Schulberg and cast members Andy Griffith, Patricia Neal, Anthony Franciosa and Lee Remick are going to participate in full-scale promotion activities in behalf of the picture's tri-city world premiere May 28 in New York, Chicago and Los Angeles, it was announced by Warner Bros.

Griffith's 17-city tour beginning May 13 will include TV, press and radio interviews in each of the cities visited. Kazan will participate in a series of telephone interviews with film editors of various newspapers throughout the country. Schulberg will engage in a series of TV, press and radio interviews, in addition to disc jockey appearances.

Howard Baskin Dies

DALLAS, May 6.—Howard William Baskin, 48, Dallas motion picture booker with Interstate Theatres, died here May 3. He started as a shipping clerk and worked for various Dallas exhibitors. He was with Interstate for the last 14 years. He is survived by his wife and a brother.

S. M. Havenar Killed

NEW ORLEANS, May 6.—Sidney Mathewson Havenar, 42, film buyer for Exhibitors' Cooperative Service, Inc., here, was fatally injured in an automobile accident May 2. He is survived by his wife, a son and two daughters.

B'nai B'rith Golf Fete Slated for June 13

The sixth annual film industry golf tournament and funfest sponsored by New York's Cinema Lodge of B'nai B'rith, will be held at the Vernon Hills Country Club at Tuckahoe, N. Y., on Thursday, June 13, it was announced yesterday by Robert K. Shapiro, president of the lodge.

Shapiro said a drive will be launched to achieve a record turnout and a record number of prizes for the participants in view of the fact that there is every indication that the Cinema Lodge-sponsored film industry golf tournament will be the only such event this year.

DuMont Laboratories Directors Re-elected

CLIFTON, N. J., May 6.—All directors of Allen B. DuMont Laboratories, Inc., were re-elected at a brief meeting of stockholders here today. The directors include Allen B. DuMont, chairman, and Barney Balaban, Armand G. Erpf, Thomas T. Goldsmith, Jr., William H. Kelley, Paul Raibourn, David T. Schultz, Percy M. Stewart and Edwin L. Weisl.

Schultz, president of the company, in a short speech at the meeting, expressed optimism that the company would show a profit this year despite losses recorded in the first quarter.

Can. Eastern Theatres Profit Shows Increase

OTTAWA, May 6.—Eastern Theatres, Ltd., has recorded a net profit for the first 13 weeks of 1957 at a higher level than in the same period of 1956.

The company plans a $60,000 expenditure for 1,900 new seats in its 3,344-seat Imperial Theatre, Toronto, with installation gradual so that business will not be interrupted.

Lewis Returns Today

Roger H. Lewis, United Artists national director of advertising, publicity and exploitation, returns to New York today after a three-week tour of Europe to meet with company personnel on the new program of expanded global promotion and to confer with producers preparing films for U.A. release.

'Joan' Trailer Conference

A trade conference and cocktail reception will follow a screening of a series of trailers for "Saint Joan" at United Artists Thursday afternoon. George Dembow, president of National Screen Service, and Roger H. Lewis, U. A. advertising-publicity-exploitation director, will preside at the conference.

Philippines

(Continued from page 1)

new agreement. The MPEA has turned it down. The Philippines offer is an 80-20 agreement—80 per cent of the rental frozen, and 20 per cent remittable; taxes to eat up the frozen American funds, and heavy import duty on American films.

According to George Vietheer, MPEA executive, the dispute arose over tighter restrictions on the percentage of earnings that the companies can take out of the Philippines. About $10,000,000 of such earnings are blocked in the islands.

The MPEA board of directors will also discuss today Colombia prints.

Form Fryman Prods.

HOLLYWOOD, May 6—Red Doff, Mickey Rooney's personal manager, has announced the formation of Fryman Productions, Inc., to produce independent theatrical and television films. Doff is president, Rooney's attorney, Oscar R. Cummins, is vice-president and business manager and George Gottfried secretary-treasurer.

'Volcano' to AB-PT

HOLLYWOOD, May 6 — AB-PT Pictures president Irving H. Levin today announced a new property, "Volcano Monsters," to start production on June 17.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
AUDREY HEPBURN • FRED ASTAIRE
in
"FUNNY FACE"
co-starring KAY THOMPSON
A Paramount Picture
and THE MUSIC HALL'S GREAT EASTER STAGE SHOW

MOVIELAB
TV
FILM SERVICE CENTER
• EDITING ROOMS
• STORAGE ROOMS
• SHIPPING ROOMS
• OFFICES
PROJECTION ROOM FACILITIES
MOVIELAB BUILDING
619 W. 54th St., New York 19
JUdson 6-0367

"I WANT A GIRL!"
There's a good job waiting for a capable secretary in the advertising department of a major company. Drop me a line about yourself.
Box 16, MOTION PICTURE DAILY
1270 Sixth Ave. New York 20

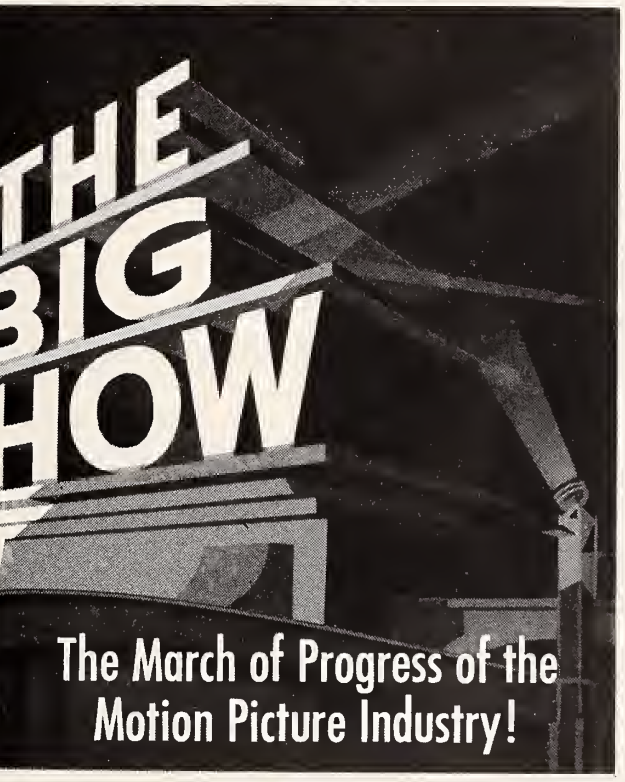
MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

EVERYONE'S* INVITED

ROXY

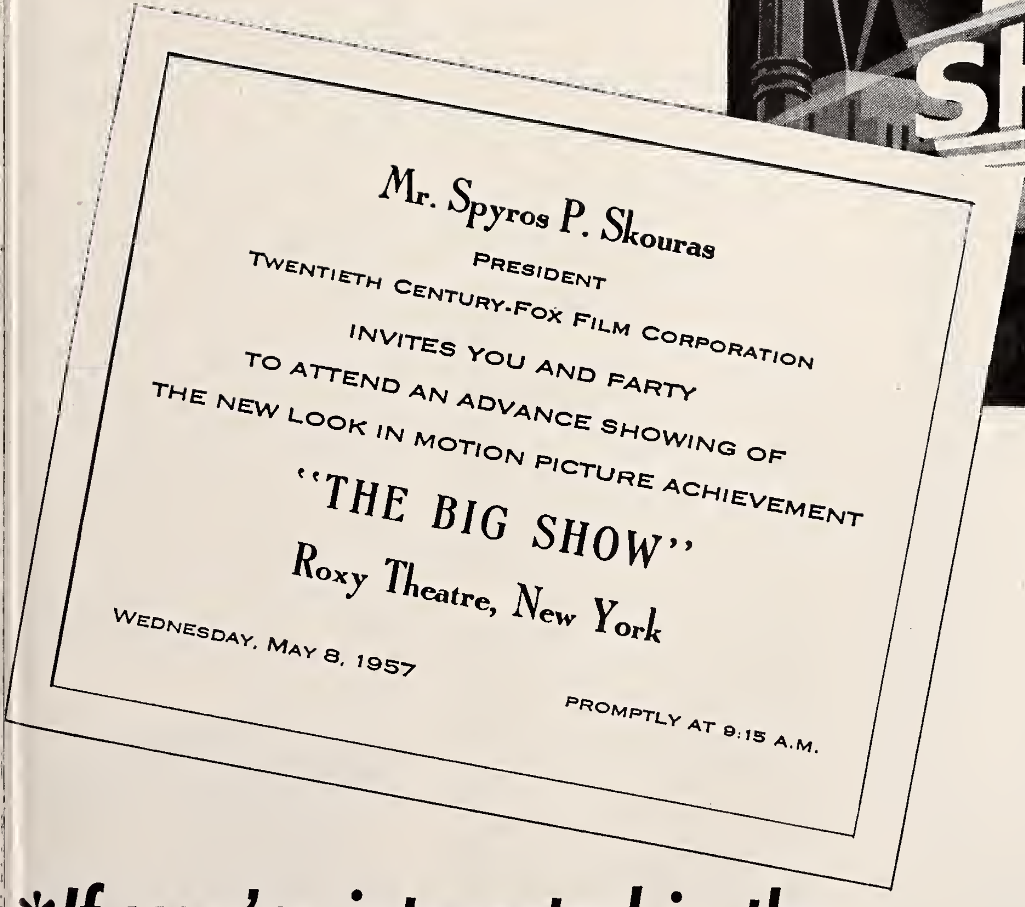
TOMORROW MORNING

9:15 SHARP!



The March of Progress of the Motion Picture Industry!

COLOR by DE LUXE
CINEMASCOPE



Mr. Spyros P. Skouras
PRESIDENT
TWENTIETH CENTURY-FOX FILM CORPORATION
INVITES YOU AND FARTY
TO ATTEND AN ADVANCE SHOWING OF
THE NEW LOOK IN MOTION PICTURE ACHIEVEMENT
"THE BIG SHOW"
Roxy Theatre, New York

WEDNESDAY, MAY 8, 1957

PROMPTLY AT 9:15 A.M.

If you're interested in the future of the motion picture industry, BE THERE!

THE STUDIO THAT
BROUGHT YOU
THE FIRST GREAT
"ROCK" HIT...
NOW RUSHES
YOU THE
FIRST BIG
CALYPSO
PICTURE!
CALYPSO
HEAT
WAVE
FROM
Columbia

Study Merger

(*Continued from page* 1)

said that "a lot of matters will be resolved and consummated within a month." Sutliff, along with Kupferman, indicated that an agreement will be reached with Technicolor, Inc., on that company's acquisition of the sale of foreign Cinerama rights; that the company may reach agreement on a corporate name change due to the confusion and similarity with Cinerama, Inc., and that "a combination of all Cinerama interests would be a wonderful thing."

Reports Debts Reduced

Sutliff reported to stockholders that the company has reduced its debts to $228,000, and that at present it receives a minimum of $8,700 per month from Cinerama grosses, with the rest being put back into the development of product and theatres by S-W Cinerama Corp. He said that Cinerama Productions is in a "strong position and that the future holds promise." Sutliff, along with vice-president Irving Margolin, said that dividends will be paid when the company has a cash surplus fund of at least $500,000.

The Cinerama Productions head said that the company still has to earn $730,000 from the $2,800,000 negative cost of "Seven Wonders of the World"; $450,000 from "Cinerama Holiday," and $1,400,000 on a producers fee on "Seven Wonders."

Kupferman stated that the company is preparing "Hopalong Cassiday"' for a 1958 Cinerama film when the production rights go into effect and all debts are paid off.

Board and Officers Reelected

Stockholders reelected the present board of directors. The board reelected all officers.

Kupferman, at the start of the meeting, reported that the largest stockholder in Cinerama Production is Louis B. Mayer, who owns 1,024,000 common shares. Mayer resigned as board chairman of the company a short time ago.

Set Deal for Korda Films on TV in U. K.

LONDON, May 6.—On the eve of the Cinematograph Exhibitors Association annual convention at Gleneagles, Scotland, Howard Thomas, managing director of ABC Television, TV subsidiary of Associated British Picture Corp., announced last night that arrangements have been concluded with the executors of the estate of the late Sir Alexander Korda for the televising of a number of his films in the United Kingdom.

It is understood that the deal involves approximately 28 films, including such classics as "The Private Life of Henry VIII," "Catherine the Great," "Lady Hamilton," "The Scarlet Pimpernel," "The Drum," and "The Ghost Goes West." The films will remain in the ABC library for the present.

Television Today

PASSING IN REVIEW....

EVERY NOW AND THEN a television week comes along in which all the forces are in such perfect and deadly equilibrium that the only things which stand out with any degree of clarity are the cigarette commercials. Last week was such a week. It is difficult to see how the total of human achievement could possibly be altered, one way or the other, should everything that went before the cameras in the past seven days suddenly be wiped from the pages of that big book where all events, cataclysmic and infinitesimal, are recorded for the ages.

It wasn't that it was such a bad week; rather, it was just stupefyingly predictable. The one exception was the Murrow – Friendly See It Now Sunday afternoon devoted to the Puerto Rican problem. This was a thoughtful exploration of a pressing social-economic problem, presented factually and vividly to inform as well as dispel a lot of ridiculous prejudice. But this fine piece came among such a welter of superficial public affairs talk and dramatic cliches that even it pales besides the intensity and greater meaning of a well-filmed cigarette pitch.

Newlyweds Entertained, Hart-Style

There are, for example, those little social comedies acted out by Helen and Harry Hart, ostensibly selling Raleighs and the free loot which comes by saving Raleigh coupons. Helen and Harry are first seen entertaining a pair of vacuous newlyweds and, do they want to hear about the honeymoon? Of course not. They monopolize the conversation by showing off their G. E. fry pans, their steam irons and their bridge table coffee pots. In the next scene the newly-wedded husband has disappeared and Helen and Harry are still blabbing on to the bride, now hypnotized and apparently unaware that her husband has pulled a fast fade. What happened during the non-commercial interruption?

The Irresistible Fag

The scripts of most cigarette commercials are not nearly as provocative, but, with constant repetition, they do make their eerie points. (There's that happy, healthy foursome in the Winston pitches.) There are two attractive young couples, down in the game room innocently cutting a rug when someone pulls out a pack of cigarettes. They suddenly break into the Winston jingle; their eyes go glassy and each seems to forget about the other's presence as they puff themselves into a state approaching Nirvana. Are these our children?

The new Philip Morris campaign is also having its effect on at least one susceptible viewer. The theme here is that the New Philip Morris is "a natural smoke" and that it's the kind of cigarette "that a man can get next to." This inevitably sponsors two reactions: the only really natural smoke is fresh corn silk, and, I've yet to meet the cigarette that I want to get next to. Dames, yes. Which, of course, brings up the new Parliament line: "Strike up a friendship with a Parliament/Parliament." It has to be truthfully reported that the cigarette remains a fragile foil and the fact that you offer a Parliament doesn't increase your chances at all. It may not *hurt* your chances, but it still depends on the individual man.

Potentate Vocally Impotent

The non-commercial interruptions of the week were thus comparatively humdrum. Mike Wallace tried to light a spark or two on his ABC-TV Sunday night interview of the KKK's Imperial Wizard, a paint sprayer by day. The latter was completely inarticulate though, as well he might be. The dramas ranged from okay but forgettable (Armstrong's "Night Court" Tuesday and Climax's "Strange Deaths at Burnham" Thursday) to simply forgettable (Playhouse 90's "Child of Trouble" Thursday and General Electric's "Angel of Wrath" Sunday). If every man, woman and child in this country develops the hot cigarette habit, it may well be—ironically—because of the non-commercial program content.—*V. C.*

MGM-TV Producing For 11 Advertisers

Contratcs totalling more than $400,000 have been completed for 11 major national advertisers for production of 46 individual TV film spots and one industrial film, Charles C. "Bud" Barry, vice-president in charge of television for Loew's, Inc., has announced.

In his summary of the activities of the M-G-M-TV commercial and industrial department, Barry said spots have been completed for Knickerbocker Beer, Helene Curtis, Maybelline, Formfit Foundations, Alemite and Standard Oil. In addition, spots are now in production for Pure Oil Company and Langendorf Bread. Shooting starts next week on an industrial film being produced for the Idaho Potato Industry, said Barry.

DRIVE-INS DEMANDED IT ! ! !
and HERE IT IS!
A LIVE-ACTION
ALL-TALKING
ALL-COLOR
IT HAS EVERYTHING TO INCREASE YOUR CONCESSION SALES
(WRITE FOR DETAILS)
REFRESHMENT TRAILER
FROM FILMACK OF COURSE
1327 S. Wabash CHICAGO, ILL.
630 Ninth Ave. NEW YORK CITY

REVIEW:

The Way to The Gold

20-Century-Fox—CinemaScope

HOLLYWOOD, May 6

JEFFREY HUNTER, A Top Ten winner in Quigley Publications' latest Stars-of-Tomorrow poll of exhibitors, plays the central character in this curious melodrama which combines crime and rustic comedy in the telling of a story by Wilbur Daniel Steele about an ex-convict's search for hidden gold. The story, published as a novel, is of the O. Henry kind, with trick ending. The combining of crime and comedy, although often used to the benefit of each in the past, does not come off as well as usual, perhaps primarily because the rural characters, who are the heavies, are performed in the Kettle Family tradition and given Kettle-type things to do and say. There is an admixture of romance, too, pairing Hunter and Sheree North, but there are no major complications in it. By and large, the film runs out its 95 minutes in ordinarily interesting fashion.

The players performing the small town characters who supply both the menace and the amusement in the picture are such dependables as Walter Brennan, seen briefly as an addled octagenarian, Ruth Donnelly, as the beer-guzzling mother of Neville Brand, dim-witted brother of Jacques Aubudhon, small town idler and low voltage crook. They do their jobs well, as usual, but the casting wastes their talents. Barry Sullivan, as the local sheriff, fares better, but has little to do.

The story has Hunter coming out of the penitentiary with memorized directions, given him by a dying cell-mate, for locating $250,000 worth of gold stolen in a train hold-up 35 years ago. When he gets to Glendale, Ariz., near where the gold is hidden, he finds a local family, descendants of an outlaw slain in the hold-up, waiting for him and determined to follow him to the hiding place and take what they consider their fair share of the gold. The rest of the picture is taken up with events related to that situation, and the story ends with discovery that the building of Hoover Dam has backed up 200 feet of water over the hiding place. Nobody gets gold. Nobody gets killed. Hunter gets North and resolves to live an honest life henceforward.

The production is by David Weisbart, with direction by Robert D. Webb, and the screenplay is by Wendell Meyes.

Running time, 95 minutes. General classification. Release, in May.

WILLIAM R. WEAVER

WGA, Toll TV

(Continued from page 1)

which met here at the weekend, announced this decision today.

Eric Barnouw, retiring president of WGA East, was elected national chairman of WGA for a two-year term, succeeding F. Hugh Herbert.

In a move intended to provide for writers greater control over their material, the national council approved a proposal for "Rights Organization" as a subsidiary to the guild similar to the Songwriters Protective Association.

NO "SIDE SEAT SQUINT"
WITH THIS
"ALL-THERE" SCREEN

VICRA-LITE
LENTICULAR SCREEN
"the screen of optical precision"
Write today for booklet
L. E. CARPENTER & COMPANY
VICRA-LITE SCREEN DIVISION
Empire State Building New York 1, N.Y.
In Canada: General Theater Supply Co., Ltd. Toronto

Transparent Striping

(Continued from page 1)

projector known as the Jan-Spec, he had discovered the effect when magnetic striping was accidentally superimposed on an optical track. The Jan-Spec, unlike ordinary theatrical projectors which use a caesium photoconductive cell, uses a lead sulfide cell. The lead sulfide apparently, Lewin said, is sensitive to the infra-red light which is very strong in the tungsten lamp used as an exciter. The caesium cells in regular use are not sensitive and hence magnetic striping renders the optical track unusable.

The superimposition of the two tracks would be desirable from a theatrical standpoint because present combination mag - optical prints are made by using a half-width optical track and a half-width magnetic track, cutting the range substantially and increasing the signal to noise ratio.

However, sound engineers say the switchover to lead sulfide light sensitive cells involves many other problems of circuit design and equalization and "the industry is not ready to change over tomorrow." Research on other materials for both the light-sensitive cells and the striping material is indicated, they said.

Asks Unity

(Continued from page 1)

at the Hotel Whittier. In the evening there will be a banquet with officers and directors of national Allied as guests of honor. The convention will run through Thursday.

In his address Wednesday London will tell the delegates that the motion picture theatre has a "prosperous future—if you and I are willing to make it so." This prosperity is contingent on three basic concepts, according to the Michigan Allied head.

"First, we alone are the cause of our current difficulties, and we alone will determine our common destiny. Vigorous, determined men and healthy industries do not succumb to competition—they thrive on it.

Sees All 'Parts of a Whole'

"Second, production, distribution, and exhibition are interdependent parts of a whole. If one is hurt, all will suffer. Enlightened self-interest dictates that each branch of our industry be concerned with the welfare of the others.

"Third, no individual business can long prosper in a depressed industry. The box office is the foundation of the entire industry. As movie-going declines, we must all suffer. As movie-going increases, we will all gain. We must stop dissipating our remaining strength, futilely fighting amongst ourselves for the scraps of a rapidly disappearing box office."

Morning business sessions of the convention on Wednesday will be devoted to film delivery rates, taxes on air-conditioning, daylight saving time, taxes on advertising, arbitration and reaffiliation with COMPO. In addition Floyd Sell will speak on "attracting box office dollars."

After Wednesday a report on the national Allied board meeting of today will be presented. In the afternoon J. W. Services will speak on the cable theatre and telemovies. At 7:30 P.M. a "Hollywood party" will be held in the Casino Room of the Hotel Sheraton Cadillac.

Thursday activities will include a closed business meeting with election of directors in the morning and, in the afternoon, a speech by Albert E. Sindlinger and a clinic for small town and drive-in theatres.

Expect 18,000

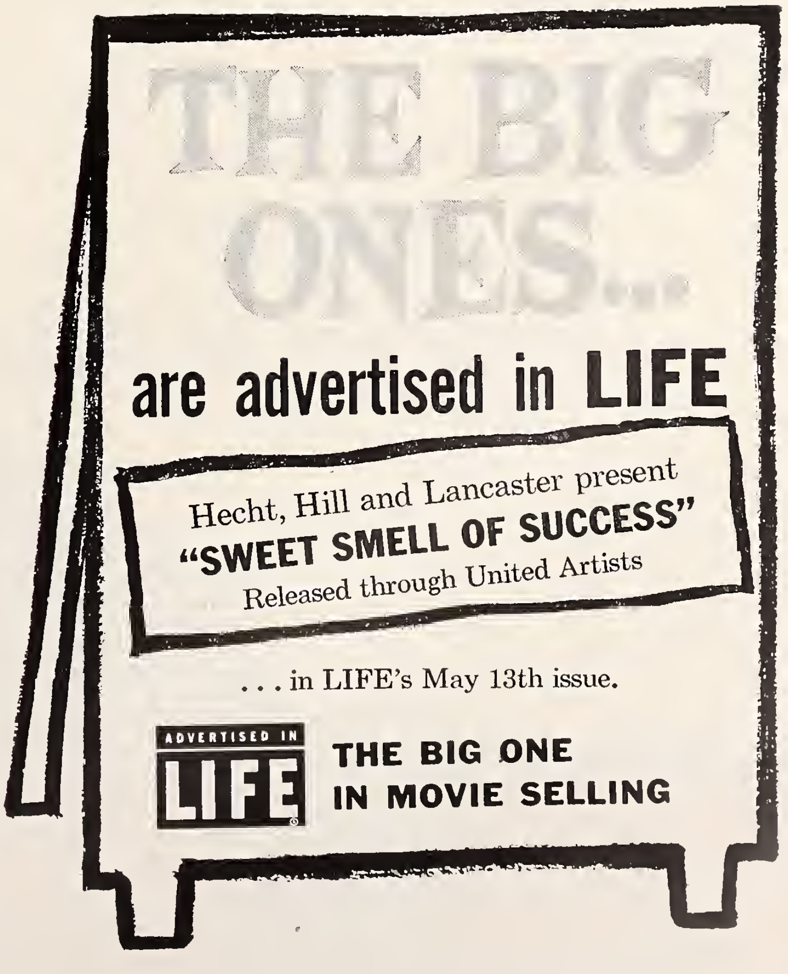
(Continued from page 1)

90-minute product feature, "The Big Show."

With all showings scheduled to begin at 9:15 A.M., it will be shown at the Roxy Theatre here, and in Boston (Memorial), Philadelphia (Fox), Chicago (Oriental), San Francisco (Fox) and Westwood, Los Angeles (Village).

MT Seeks 4th Station

WASHINGTON, May 6.—Malco Theatres of Memphis has applied for a UHF television station in Oklahoma City. This is its fourth UHF application in recent weeks.



THE BIG ONES...
are advertised in LIFE
Hecht, Hill and Lancaster present
"SWEET SMELL OF SUCCESS"
Released through United Artists
... in LIFE's May 13th issue.
ADVERTISED IN LIFE
THE BIG ONE IN MOVIE SELLING

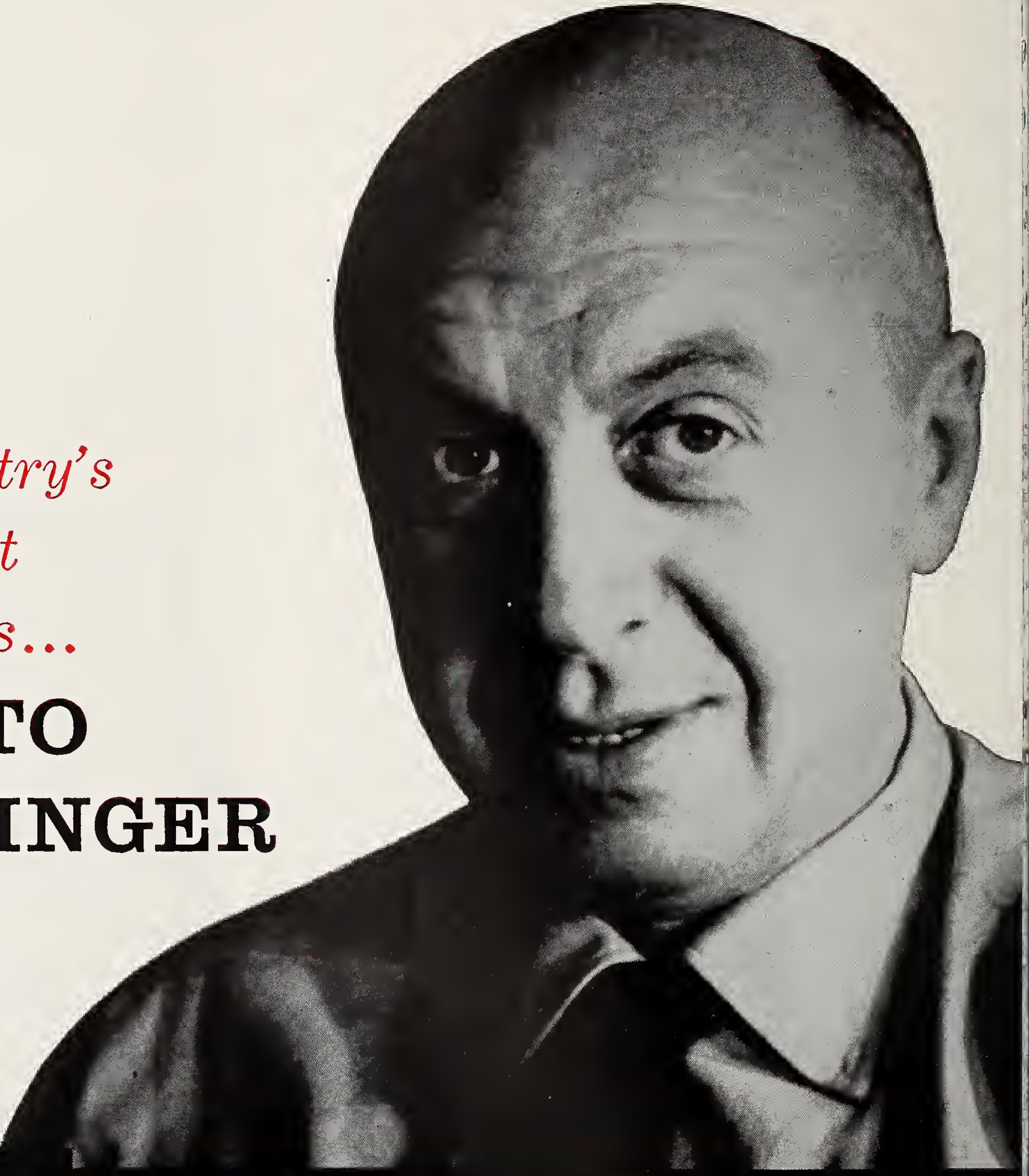
UA

UA MAKES THE BIGGEST PRODUCTION NEWS

NUMBER **49** IN A SERIES OF IMPORTANT ANNOUNCEMENTS

with
the
industry's
biggest
talents...

OTTO PREMINGER



THRU UA

FOR JUNE RELEASE

Bernard Shaw's SAINT JOAN

Otto Preminger presents Bernard Shaw's "Saint Joan" starring Richard Widmark • Richard Todd Anton Walbrook • John Gielgud • and Jean Seberg • Felix Aylmer • Harry Andrews • Barry Jones Finlay Currie • Bernard Miles • Patrick Barr • Kenneth Haigh • Archie Duncan • Margot Grahame Francis de Wolff • Victor Maddern • David Oxley • Sydney Bromley • David Langton • Screenplay by Graham Greene • Music by Mischa Spoliansky • Production Design by Roger Furse • Produced and Directed by Otto Preminger

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 81, NO. 89 NEW YORK, U.S.A., WEDNESDAY, MAY 8, 1957 TEN CENTS

'Economic Health'

See Mortgage Loans an Aid To 'Comeback'

New TOA Letter to Barnes Asks Meet on SBA Revision

By LESTER DINOFF

Mortgage loans to theatres would assist the motion picture industry in a "quick comeback to economic health," Theatre Owners of America states in a letter to the Small Business Administration, which asks for a meeting with administrator Wendell B. Barnes to clarify its petition for a revision in the SBA regulations regarding mortgage loans.

TOA headquarters here yesterday released the text of the letter to Barnes, which was written by its committee chairman Philip F. Harling. The exhibitor action was forecast in MOTION PICTURE DAILY last Thursday

(*Continued on page* 3)

Charles Picquet Dies; Was N. C. Exhibitor

Charles Picquet, veteran North Carolina exhibitor and for many years president of the Theatre Owners of North and South Carolina, is dead of a heart attack. He was in his 81st year.

Charles Piquet

For many years Picquet operated a theatre in Pinehurst, North Carolina, and also in the adjoining town of Southern Pines. He closed the Pinehurst theatre three years ago and since had been

(*Continued on page* 3)

Industry to See 20th-Fox 'Big Show' Feature Today

One of the showmanship events of the year takes place here this morning at New York's Roxy Theatre as 20th Century-Fox unveils its CinemaScope product feature, "The Big Show," to a large gathering of exhibitors, stockholders, press, radio and TV representatives, industrial leaders, and prominent community opinion-makers.

"The Big Show" outlines the film company's expanded release schedule of more than 55 attractions in a 12-month period, which is described as "the largest number of motion pictures from one company in almost 20 years." The product feature will present a multi-million-dollar program initiated by 20th Century-Fox to provide audiences with a continuous flow of top quality entertainment adapted from famous story properties and brought to the screen by a brilliant array of production and star talent.

Spyros P. Skouras, 20th Century-

(*Continued on page* 4)

41 Showings Slated Of 20th-Fox Feature

The world premiere presentation today of 20th Century-Fox's "The Big Show" at New York's Roxy Theatre signals the start of 41 showings of the CinemaScope product feature in major U.S. and Canadian cities during May. More than 150,000 exhibitors, stockholders, press, radio and TV

(*Continued on page* 4)

Halting of Films to P.I. In Hands of Hochstetter

The board of directors of the Motion Picture Export Association has decided to permit its Asian representative, Leo Hochstetter, to act upon the decision by the Association to serve a 30-day notice on the government of the Philippine Islands regarding the halting of U. S. product to that area. Hochstetter can serve this notice at his own convenience.

The MPEA board also expressed a

(*Continued on page* 20)

All-Time Record Set by RCA Sales, Earnings

Sales and earnings of the Radio Corporation of America in the first quarter of 1957 set an all-time record for the period, Brig. General David Sarnoff, chairman of the board, announced here yesterday at the 38th

(*Continued on page* 20)

Chance for Minimum Wage Extension Considered Unlikely This Session

By J. A. OTTEN

WASHINGTON, May 7—A Senate labor subcommittee today bucked to the full committee without recommendation a bill that would extend Federal minimum wage coverage to theatres and theatre chains with $1,000,000 or more of annual sales.

The bill is sponsored by Subcommittee Chairman Kennedy (D., Mass.) There was no indication of when the full committee might take it up.

There has been a feeling on Capitol Hill that it is less and less likely that this session of Congress will enact minimum wage extension legislation, and today's action seemed in line with this feeling.

Theatres are now exempt from the minimum wage law, and exhibitor officials have urged Congress to maintain that exemption.

Coverage of theatres is not speci-

(*Continued on page* 3)

COMPO reports:

Drop Theatre Taxes in 19 More Cities

Eight Others Cut Rates Since Last Report Made

Local governments in 19 more communities have repealed admission taxes and eight others have reduced their rates since COMPO published its report on taxes a few weeks ago, Robert W. Coyne, COMPO special counsel, announced yesterday. In addition the state of Texas has raised from 80 cents to $1 the exemption on admissions from the state admission tax, it was stated.

Robert W. Coyne

"All these changes were brought about," Coyne said, "through the

(*Continued on page* 3)

See Approval This Week Of Anti-Merger Bill

From THE DAILY Bureau

WASHINGTON, May 7.—The full House Judiciary Committee is expected to approve shortly, possibly this week, a bill to require large firms to give the government advance notice of any merger or acquisition plans.

The bill would apply where the

(*Continued on page* 3)

In Today's Issue

Page 2—Tradewise.
Page 20—Television Today.

WELCOME TO THE ROXY FOR THE BIG SHOW FROM 20th CENTURY FOX

PERSONAL MENTION

C. V. WHITNEY, president of C. V. Whitney Pictures Co., will leave the Coast tomorrow for New York.

•

Howard Dietz, vice-president of M-G-M, and Mrs. Dietz will leave here for Europe today aboard the "Queen Mary."

•

James R. Velde, United Artists general sales manager, returned to New York yesterday from the Coast.

•

Robert S. Benjamin, chairman of the board of United Artists, is in Hollywood from New York.

•

Leon Roth, United Artists West Coast publicity coordinator, will arrive in New York on Friday from Hollywood.

•

Allen M. Widem, motion picture editor of "The Times," Hartford, is in Los Angeles from there.

•

William Powell, former New England exhibitor, has taken over from Mrs. Belle Dow the No. 1 Drive-In Theatre, Daytona Beach, Fla.

•

Dave Biederman, producer of cartoon films, has arrived in New York from Beverly Hills, Cal.

•

Oscar Homolka and his wife, Joan Tetzel, will leave New York today for England aboard the "Queen Mary."

•

Carole Meltzer, actress - singer, will be married here on May 19 to Lou Marget, of the promotion department, MCA-TV, Ltd.

•

Mrs. John Harwell, wife of the buyer for Martin Theatres, Columbus, Ga., has entered Atlanta Hospital for surgery.

•

Edwin F. Zabel, president of Bel-Air Productions, will leave Los Angeles next Monday for Europe.

•

Jason Carroll, of Garnet-Carroll Theatres, Australia, has arrived in New York from London via B.O.A.C.

N. Y. Para. Books 'Love'

Billy Wilder's "Love in the Afternoon," an Allied Artists production starring Gary Cooper, Audrey Hepburn and Maurice Chevalier, will have its New York premiere at the Paramount Theatre late this summer.

TRADEWISE

By ONLOOKER

THE meetings of American Broadcasting-Paramount Theatres in Chicago tomorrow and Friday on the company's current and future production plans underline the fact that the Leonard Goldenson company had the courage and determination to do more than talk about the product shortage and methods of relieving it. AB-PT formed a production subsidiary, put up its money and started the cameras rolling on pictures that would not otherwise have been made. . . . It was never the company's intention to try to solve the shortage unaided. All that it is attempting is the setting of an example that will encourage other companies to go and do likewise and, should enough of them follow suit, the shortage soon will be a thing of the past. . . . There is no telling how much influence AB-PT's action may have had but, since its production plan was launched, several companies have announced increased production schedules. . . . Making it easier, legally and technically, for AB-PT to undertake production is the fact that its Federal consent decree (as well as RKO Theatres') does not require prior approval of the Justice Department. The Stanley Warner, Loew's and National Theatres decrees do require it . . . Justice officials reportedly bitterly regret the oversight but are not disposed to do anything now to obstruct AB-PT's production program. They are resigned to watching the situation closely and going into court for a restrainer only in the event that it should seem later that AB-PT is distributing the films in any manner to which objection can be made. . . . The Department never has given a clear green light to Stanley Warner or National Theatres on their requests to follow in the AB-PT production paths

STEVE BROIDY announced the acquisition by Allied Artists recently of the Albany and Buffalo exchanges from franchise holders, the latest in a continuing program designed to give AA ownership of its own distribution organization, a program that is now 86.7 per cent complete. . . . And only four months ago RKO Radio's top executives in announcing the abandonment of the company's distribution and sales organization, ventured to predict it was embarking upon a course that other production-distribution companies would soon be following . . . The job that Joe Vogel has done and continues doing at Loew's is the talk of the industry and of important financial circles. The feeling is that he has the company over the toughest hurdles and that a smoother course lies ahead, providing no serious interference develops to divert him from the course he's pursuing. . . . Predictions are the revisions for which he is responsible should result in improved operations at more economical levels with a resultant beneficial effect on earnings due to be evidenced in the near future.

SAM PINANSKI, head of American Theatres of Boston and member of the board of John Hancock Mutual Life Insurance Co. and many other organizations, has been invited to join the board of Fred Schwartz's Distributors Corp. of America to lend a hand with the New York exhibitors' plan to help relieve the product shortage by providing financing for at least 16 additional productions from D.C.A . . . Pinanski, who has accepted the invitation, brings to the post not only his well known administrative and financial capabilities but also his experience, disappointing though it was, with the Theatre Owners of America's Exhibitors Film Finance Group . . . As hot as Mike Todd's "Around the World in 80 Days" has been at the boxoffice since its opening here last fall, it nevertheless benefited markedly from its winning of the Academy's Best Picture Award in March. It took an added spurt then, hasn't slacked off since. The Award can be conservatively said to have added well over an extra million to the picture's earnings.

UA Makes Deals for Film Sales to Poland, E. German

United Artists has conclud agreements with the governments Poland and East Germany for the s of 10 American-produced films three year periods, five films in ea market, according to a top UA f eign executive, who yesterday clined to comment further on t agreements.

The deals for the exhibition of t UA product were made in accordar with the agreement made by t member companies of the Moti Picture Export Association, in whi UA reserved the right to make sa to Iron Curtain nations on its o but in coordination and cooperati with the MPEA, it was said.

Testimonial Dinner to Honor Nizer June 9

A testimonial dinner in honor Louis Nizer, theatrical counsel, v be held June 9 at the Hotel Sherato Astor, here. Charles H. Silver, pre dent of the New York City Boa of Education and trustee of Yesh University, has been named chairm of the dinner, which will benefit t university's scholarship fund.

A member of the law firm of Pl lips, Nizer, Benjamin & Krim, he also attorney and executive secret of the New York Film Board Trade.

Ted Rosenblatt, R. I. Exhibitor, Dies at 50

BOSTON, May 7.—Ted Rosenbl 50, Rhode Island exhibitor, died su denly this noon while visiting the fices of Affiliated Theatres Co buyers and bookers for his Comm ity Theatre, Centerdale, R. I. also was a partner with Morris S ner in the Route 44 Drive-In, Smi field, R. I.

Active for many years in the In pendent Exhibitors, Inc., of N England, he was a director of t organization and president of Drive-In Theatre Association of N England, a subsidiary of IENE. is survived by his widow, Fanny R enblatt; two sons, Harvey, 23, a Robert, 18, and a daughter, Carol, Funeral arrangements are not co pleted.

Universal Dividend

The board of directors of Univer Pictures Co., Inc., has declared quarterly dividend of $1.0625 share on the 4¼ per cent cumulat preferred stock of the company. T dividend is payable June 1, 1957, stockholders of record on May 17

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Sto Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vin Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Ot National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Edi Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Si Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; T J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, e published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fa Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 fore Single copies, 10c.

Allied Board in Session After Two-Day Meeting

DETROIT, May 7. — National Allied's directorate, meeting here today, was unable to complete its agenda in three sessions. Meetings will continue tomorrow, with unfinished business including COMPO and Allied publicity recommendations. It was decided to continue print shortage studies until the summer meeting of the association.

Study U.S. Fete In Cannes Style

Consideration is being given to a plan for staging an American motion picture festival similar to the one in Cannes to tie-in with the industry business building program and to build public relations, according to oger H. Lewis, national director of advertising, publicity and exploitation for United Artists.

Lewis returned to New York yesterday from three weeks in Europe, where he visited production centers and attended the Cannes Festival. The United States should have such an international meeting due to the American motion picture industry's being the world's largest producer. Thus far, we have yielded supremacy in Cannes, Berlin, Venice and other areas, where film festivals attract international recognition," he said.

Commenting on his visits to production centers in Europe, Lewis stated that he visited sets where a number of forthcoming United Artists' releases are being prepared.

Theatre Taxes Eased

(Continued from page 1)

hard and painstaking efforts of local exhibitors. Their success should be a stimulus and a source of encouragement to exhibitors in hundreds of other communities who are still burdened by these oppressive and discriminatory levies."

Municipalities which have repealed local admission taxes recently include Tallagega, Ala., McKeesport, Pa., Meadville, Pa., Homer City, Pa., ed Lion, Pa., Ambler, Pa., Latrobe, Pa., Lewiston, Pa., Plains Township, Pa.; Pulaski, Tenn.; Bellevue, Wash., ellingham, Wash., Chehalis, Wash., hewelah, Wash., Colville, Wash., ent, Wash., Snohomish, Wash., oledo, Wash. and Winlock, Wash.

The city of Knoxville and Knox County, Tenn., reduced local admission taxes from 5 per cent to 3 per cent and the city of Tacoma, Wash., from 5 per cent to 3 1/3 per cent. Other reductions follow: Winfield, Pa., 10 per cent to 1 per cent; Inana, Pa., 7 per cent to 5 per cent; urfreesboro, Tenn., 2 per cent to 1 per cent; Arlington, Wash.; 5 per cent to 2½ per cent and Omak, Wash., 5 per cent to 3 per cent.

Indiana's state tax on gross income, which includes receipts derived from admissions to motion picture theatres, will be increased from 1 per cent to 1½ per cent, effective July 1, and North Dakota's state sales tax of 2 per cent, which also applies to motion picture admissions, has been extended two years from July 1, 1957.

See Mortgage Loans an Aid to 'Comeback'

(Continued from page 1)

following the disclosure that the SBA had rejected the initial petition.

Harling, in the TOA reply, states that the "very purpose of the petition was to seek legislative changes which would enable the SBA to consider mortgage loan applications from the theatre industry without the restrictive provisions as now exist. Private financing, insofar as it applies to the theatre industry, is not and has not been available to it since 1950. The largest insurance companies in the world . . . have not made any theatre loans for the past seven years, nor have they even considered recasting any loans upon which the amortization, in some cases, runs as high as 30 per cent per year.

"This same policy has been adopted by the leading savings banks in all of the large cities in the U.S.

"For the past 50 years all financing of theatre property has been done privately and the method of investigating 'credit risks' and the ability to repay were and still are based upon a number of factors," Harling said. He adds that they are the "property involved, the management controlling or operating the property, the length of the time engaged in business, the experience and character of the personnel, the ability to pay its current bills promptly, its standing in the local community bank, its record of purchases and sales in connection with the maintenance and operation of the property, the location and size of the physical property, and its adaptation to proper use."

Calls It a 'Service Industry'

Pointing out that the motion picture industry is a service industry and that its stock in trade is film and that it carries no merchandise inventory having a specific cost basis, and that its ability to attract business must come from publicity, advertising and exploitation of film entertainment, Harling tells Barnes that "in the interest of clarification and for the purpose of presenting our position which we hope will indicate good credit risk and ability to repay, it would be desirable to hold a meeting to get these matters squared away.

Sure of Governmental Interest

"We are certain the government is interested in all industry and while it took us some time to fall within the jurisdiction of the Small Business Administration, an open mind and proper approach should convince the Administration of the soundness of our cause," Harling concluded.

The meeting between TOA and Barnes was requested additionally at the earliest possible time.

Merger Bill

(Continued from page 1)

combined assets af the merged firms or of the acquiring and acquired firms exceed $10,000,000. The measure has already been approved by a subcommittee, and is backed by the Administration.

Allied States Association has asked the commitee to make the bill apply where one firm is taking over the business of another firm, and not just to situations where actual asset acquisitions are involved. Allied said this would make the measure apply to situations like the agreement for Universal to distribute RKO films. But the subcommittee ignored this suggestion, and the full committee is also considered likely to ignore it.

MPAA Unit to Meet

The advertising and publicity directors committee of the Motion Picture Association of America will hold a luncheon meeting at the Harvard Club here tomorrow to further discuss the industry business building program and to complete work on the committee report which will be presented to the MPAA board.

Meet on Milk Benefit

More than 100 members of the honorary ticket committee for the world premiere of "The Prince and the Showgirl" to benefit the Free Milk Fund for Babies, Inc., met last night in the executive suite of Radio City Music Hall to discuss plans for the sale of tickets to the June opening of the Warner Bros. release.

Samuel Engel Reelected Producers Guild Head

HOLLYWOOD, May 7. — The Screen Producers Guild last night reelected Samuel G. Engel to the presidency for third consecutive term. Walter Mirisch was elected first vice-president, Lawrence Weingarten second, Dick Powell third, Frank McCarthy secretary, Pandro S. Berman treasurer, Hall Bartlett assistant treasurer and William Self second assistant.

SPG membership mounted to 187 during past year, or approximately 98 per cent of nation's producers.

MPIC Will Aid Schools' 'Appreciation Courses'

HOLLYWOOD, May 7.—An eight-man panel representing the Motion Picture Industry Council on Saturday will meet with teachers of the Los Angeles junior and senior high schools as the first step toward integrating motion picture appreciation courses in the city schools.

The meeting, to be chairmanned by Kenneth Macgowan, head of the dramatic arts department at U.C.L.A. and held in the auditorium of the city board of education, will be addressed by producer Jerry Wald, writer Jesse Lasky, Jr., director Delmer Daves, actor Leon Ames, film editor Leon Barsha, cinematographer Hal Mohr, music director Elmer Bernstein and art director Hilyard Brown.

'Monkey' Bows Tuesday

"Monkey on My Back," Edward Small's production for United Artists' release, will have a world premiere in Ross' home town of Chicago at the Woods Theatre next Tuesday. A premiere program honoring Ross is now being worked out by Chicago civic and sports leaders in cooperation with the Marine Corps.

Minimum Pay

(Continued from page 1)

fically mentioned in the Kennedy bill, but committee officials said theatres were to be included with other large retail and service outfits and that there was no doubt that the bill was intended to cover theatres or chains meeting the $1,000,000 test. "If it doesn't cover them," one expert said, "it's only because the courts will interpret the bill more narrowly than we intended."

There's no prospect of early house action on the bill. A subcommittee still hasn't wound up hearings.

Charles Piquet Dies

(Continued from page 1)

concentrating on the Southern Pines operation.

Picquet had had long experience in show business. For many years he was an advertising man and company manager with road attractions. He entered exhibition in the early days and although in a small operation he established a reputation for a high standard of presentation. He was one of the founders of the Motion Picture Theatre Owners of America, predecessor of the TOA, and was a long-time board member of that organization.

He is survived by his wife and a nephew who had been associated with him in the Southern Pines theatre. He was one of the most widely known and respected theatre men in the south and had a wide acquaintanceship with film company executives.

Miss McDonald Dies

Funeral services will be held tomorrow in Dunmore, Pa., for Miss Mildred McDonald, an RKO Theatre employee for 29 years, who died on Monday. She worked first in various theatres and was later a home office secretary.

Fox Stages 'Big Show' For Product

(*Continued from page* 1)

Fox's president who is celebrating his fifteenth anniversary as head of the company, heads a group of top production, sales and promotion executives who appear in the film. They describe the company's extensive program aimed at a revival of motion picture patronage and the maintenance of the motion picture theatre and its prosperity.

Other executives appearing in "The Big Show," in addition to Skouras, who will deliver the introductory remarks, are executive producer Buddy Adler who will outline the company's forthcoming production schedule, vice-president Charles Einfeld who will describe 20th's extensive merchandising program to complement these 55 productions, and general sales manager Alex Harrison who will advise exhibitors of the company's forward-moving distribution plans.

Silverstone to Appear

Murray Silverstone, president of 20th Century-Fox International and Inter-America corporations, appears in the special international version of "The Big Show" being prepared for presentation in every major world city.

Today's presentation also will feature highlight scenes from all 20th Century-Fox attractions either completed or in various stages of production. The creative production talent who are making these pictures will personally describe their forthcoming projects.

19 Producers Featured

Among the producers who will appear in "The Big Show" are Darryl F. Zanuck, David O. Selznick, Jerry Wald, Richard Rodgers and Oscar Hammerstein II, Elia Kazan, Al Lichtman, Samuel Engel, Charles Brackett, Henry Ephron, Dick Powell, Frank Tashlin, Robert Buckner, Herbert B. Swope, Jr., Walter Reisch, David Weisbart, Nunnally Johnson and Anthony Muto.

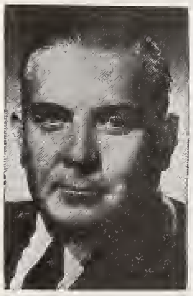
Directors appearing in sequences include Henry King, Fred Zinnemann, Leo McCarey, Edward Dmytryk, Henry Levin, Stanley Donen, Henry Koster, Walter Lang, Jean Negulesco, Philip Dunne, Martin Ritt, Victor Vicas, Richard Breen and Robert Webb.

Top Attractions Described

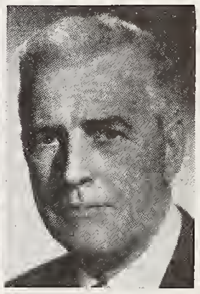
Among the attractions represented in "The Big Show" are "Heaven Knows, Mr. Allison," starring Deborah Kerr and Robert Mitchum; "Boy On a Dolphin," the first American motion picture filmed in Greece, starring Alan Ladd, Clifton Webb and Sophia Loren; John Steinbeck's "The Wayward Bus," starring Dan Dailey, Joan

(*Continued on page* 17)

The Cast of Executives



Spyros Skouras



Buddy Adler

Charles Einfeld

Alex Harrison

Darryl Zanuck

Jerry Wald

David Selznick

Henry Ginsberg

Headed by president Spyros P. Skouras, the 20th Century-Fox "The Big Show" product feature is no mere compilation of sequences from important product. Each of the responsible executives in production, distribution and advertising-publicity introduce the product and outline the company's plans. Above are a few of the members of the cast.

EDITORIAL

A Stroke of Showmanship

By Sherwin Kane

FIRST in a series of 41 screenings of 20th Century-Fox's CinemaScope product feature "The Big Show" are being held today at the Roxy Theatre here and in comparable theatres in five other key cities. The company has invited more than 18,000 exhibitors, stockholders, press representatives, radio and TV editors and reporters, leaders of industry and important community opinion makers to attend today's six screenings.

With the completion of screenings several days hence in 35 other key cities of this country and Canada, a substantial cross-section of those who feed information to the nation's communications media, and of opinion moulders of this hemisphere, will be in possession of some attractively presented information about 20th-Fox's production schedule of more than 55 pictures for the next 12 months.

These hemispheric screenings of "The Big Show" are examples of the type of promotional possibilities that are ever at hand for the alert and resourceful showman. The production of this showcase feature length film, which gives 20th-Fox studio and home office executives a stage on which to talk about and offer samples of a beguiling variety of entertainment, is in itself something to start those who see it talking about the movies. Twentieth-Fox has seen to it that those who see it are they who will have the largest audiences when they do their talking.

There is nothing the industry needs more than the reawakened interest of the public. When people cease thinking and talking about pictures, exhibitors will be in business no longer. In furnishing those who talk to large segments of the public, over the air or through the printed word, with information concerning new motion pictures, 20th-Fox has seized upon an effective method of getting people to think and talk about pictures, people who may not have done so for long, or who may do so only infrequently.

It is another of those showmanly gestures for which the Spyros Skouras company is noted, and one worthy of emulation by others who have reason to be proud of the new entertainment their studios have ready or in prospect for the months ahead.

A spring tonic administered now, it well may prove insurance for the health of customers and companies alike the year 'round.

Set Dates on Product Sho

(*Continued from page* 1)

representatives, and prominent co munity opinion makers are expect to attend these showings.

In addition to the Roxy showi this morning, "The Big Show" is ing presented to similar gatherings Boston (Memorial), Chicago (Ori tal), Philadelphia (Fox), San Fr cisco (Fox), and Los Angeles (We wood Village). The Roxy will ha a second showing tomorrow at 9: A.M.

All Showings at 9:15

With all showings beginning at 9: A.M., the remaining schedule for "T Big Show" includes: May 9, N Haven (Poli), Cincinnati (Albe Washington (Capitol), Portla (Fox); 10 Albany (Palace) Cle land (Hippodrome) Memphis (M co), Seattle (5th Avenue); 13, T ronto (University), Buffalo, Detr (Fox), Atlanta (Fox), Salt Lake C (Villa); 14, Pittsburgh (Harris), M waukee (Wisconsin), Jacksonvi (Florida), Denver (Centre); 15, Wi nipeg (Capitol), Indianapolis (In ana), Minneapolis (Radio City Charlotte (Carolina), Omaha (C pheum).

Wind-up on May 24

May 16, St. Louis (St. Louis), D Moines (Des Moines), New Orlea (Saenger); 17, Calgary (Uptown Kansas City (Uptown), Houst (Met); 20, Dallas (Dallas); 21, Va couver (Capitol), Oklahoma Ci (Criterion); 23, Montreal (Orph um); 24, St. John (Paramount).

Sell One, Reopen Fou In North Central Area

Special to THE DAILY

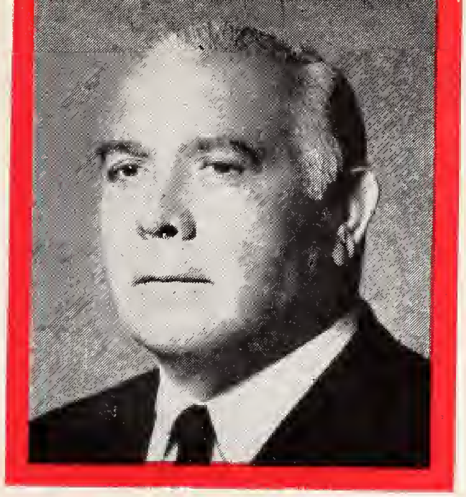
MINNEAPOLIS, May 7. – Mi Cooper, veteran exhibitor of this are has sold his Fox Theatre, Gra Forks, N. D., to E. R. Ruben's We worth circuit and will retire to Cal fornia. The acquisition brings We worth operations to 11 convention theatres and nine drive-ins in Minn sota and the Dakotas.

Elsewhere in the territory, four th atres closed for some time have an nounced plans to reopen. They ar Leon Kalmon's Met, Mellen, Wis Irl Jeffries' Siren, Siren, Wis.; Cec Charbonneau's Ellsworth, Ellswort Wis., and the Trojan, Rushfor Minn.

Ohio Vandal Bill File

COLUMBUS, O., May 7.—Parent of children who commit acts of van dalism in theatres and other publi places would be financially responsib up to $300 under the terms of a ne bill recommended by the judiciar committee of the Ohio House of Rep resentatives.

The bill now goes to a conferenc committee.



in honor of
SPYROS P. SKOURAS
celebrating
15 years of
achievement

go forward with 20th!

with the
greatest array
of talent
and properties
in our
entire history!

GO FORWARD
WITH
20th!

GO FORWARD WITH 20th!

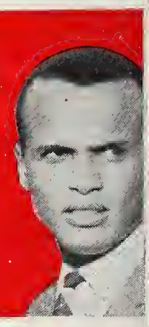
the most of the best stars

in 20th's entire history!

JAYNE
MANSFIELD
IS AT 20th! for
"The Girl Can't Help It"
"The Wayward Bus"
"Will Success Spoil Rock Hunter?"
"Kiss Them For Me"

WILLIAM
HOLDEN
IS COMING TO 20th for an important production!

HARRY
BELAFONTE
IS AT 20th!
for
"Island In The Sun"



GO FORWARD WITH 20th!

the most of the best producers

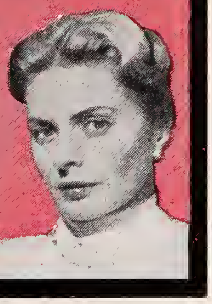
in 20th's entire history!

BUDDY **ADLER** IS AT 20th!
for "Anastasia"
"A Hatful Of Rain"
"Heaven Knows, Mr. Allison"

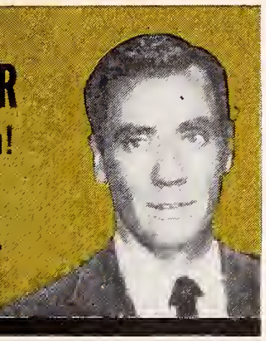
CHARLES **BRACKETT** IS AT 20th!
for "The Wayward Bus"
"Ten North Frederick"

NUNNALLY **JOHNSON** IS AT 20t
for "Oh, Men! Oh, Women!"
"The Three Faces of Eve"

INGRID
BERGMAN
IS AT 20th!
in
"Anastasia"



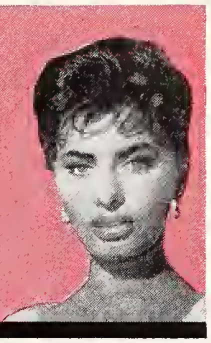
MEL
FERRER
IS AT 20th!
for
"The Sun
Also Rises"



ROBERT
STACK
IS COMING
TO 20th *for*
an important
production!

PAT
BOONE
IS AT 20th!
for
"Bernardine"
"Home In Indiana"

SOPHIA
LOREN
IS AT 20th!
for
"Boy On A
Dolphin"

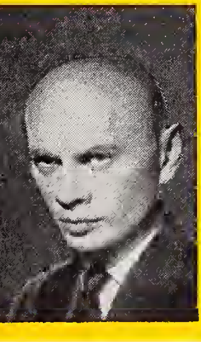


GIG
YOUNG
IS AT 20th!
for
"Desk Set"

DEBORAH
KERR
IS AT 20th! *for*
"Heaven Knows,
Mr. Allison"
"An Affair
To Remember"

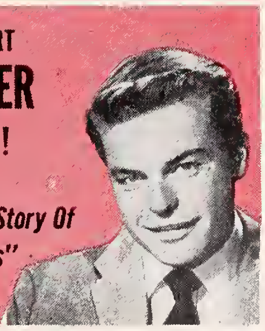
CARY
GRANT
IS AT 20th! *for*
"An Affair
To Remember"
"Kiss Them
For Me"

YUL
BRYNNER
IS AT 20th!
in
"Anastasia"



ROCK
HUDSON
IS AT 20th!
for
"A Farewell
To Arms"
and others

ROBERT
WAGNER
IS AT 20th!
in
"The True Story Of
Jesse James"



NAT 'KING'
COLE
IS AT 20th!
for
"China
Gate"

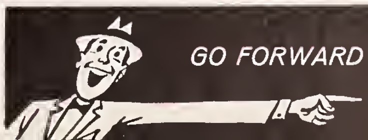
DARRYL F. **ZANUCK** PRODUCTIONS, INC. IS AT 20th!
for "Island In the Sun"
"The Sun Also Rises"
and others

SAMUEL G. **ENGEL** IS AT 20th!
for "Boy On A Dolphin"
"Bernardine"

EUGENE **FRENKE** IS AT 20th!
for "Heaven Knows, Mr. Allison"

AL **LICHTMAN** IS AT 20th!
for "The Young Lions"

HENRY **EPHRON** IS AT 20th!
for "Desk Set"
"A Certain Smile"



GO FORWARD WITH 20th!

TYRONE
POWER
IS AT 20th!
for
"The Sun Also Rises"

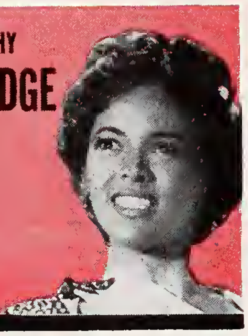
RICHARD
EGAN
IS COMING TO 20th *for*
an important production!

JOAN
COLLINS
IS AT 20th! *for*
"Island In The Sun"
"Sea Wife"
"The Wayward Bus"

ERNEST
BORGNINE
IS AT 20th!
in
"Three Brave Men"

CLIFTON
WEBB
IS AT 20th!
for
"Boy On A Dolphin"
"Holiday For Lovers"

DOROTHY
DANDRIDGE
IS AT 20th!
for
"Island In The Sun"

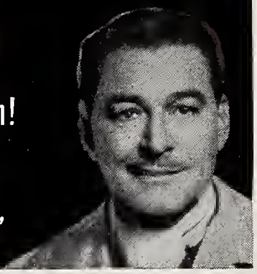


TOM
EWELL
IS AT 20th! *in*
"The Girl Can't Help It"

JOANNE
WOODWARD
IS AT 20th! *for*
"The Three Faces Of Eve"
"Down Payment"

JERRY **WALD** PRODUCTIONS, INC. IS AT 20th!
for "Peyton Place"
"Kiss Them For Me"
"Down Payment"
"An Affair To Remember"
"The Sound And The Fury"

ERROL
FLYNN
IS AT 20th!
for
"The Sun Also Rises"



DAVID O. **SELZNICK** PRODUCTIONS, INC. IS AT 20th!
for "A Farewell To Arms"
"Tender Is The Night"
"Mary Magdalene"

RODGERS and **HAMMERSTEIN** ARE AT 20th!
for "South Pacific"

SAMUEL **FULLER** IS AT 20th!
(Globe Enterprises Inc.)
for "China Gate"
"Woman With A Whip"

ANDRE **HAKIM** IS AT 20th!
(Sumar Film Productions)
for "Sea Wife"

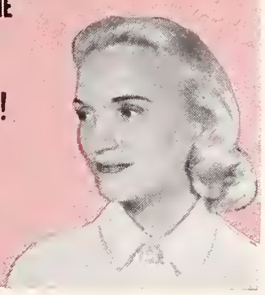
WALTER **REISCH** IS AT 20th!
for "Fraulein"
"Stopover Japan"

ROBERT **BUCKNER** IS AT 20th!
for "The Hell-Bent Kid"

GO FORWARD WITH 20th!

WILL SUCCESS SPOIL ROCK HUNTER?

Screenplay by **FRANK TASHLIN**
From the play by **GEORGE AXELROD**

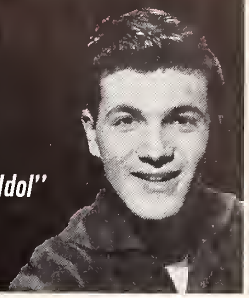


EVA MARIE
SAINT
IS AT 20th!
for
"A Hatful Of Rain"

THE BRAVADOS

Screenplay by **JOHN O'HARA**
From the book by **FRANK O'ROURKE**

SUSAN
HAYWARD
IS COMING TO 20th *for an important production!*

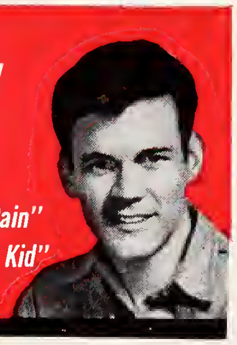


TOMMY
SANDS
IS AT 20th!
for
"The Singin' Idol"

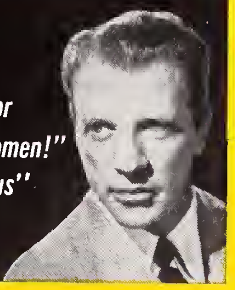
JOHN
WAYNE
IS COMING TO 20th *for an important production!*

SPENCER
TRACY
IS AT 20th! *for*
"Desk Set"
"Ten North Frederick"

BARRY
SULLIVAN
IS AT 20th!
for
"The Way To The Gold"

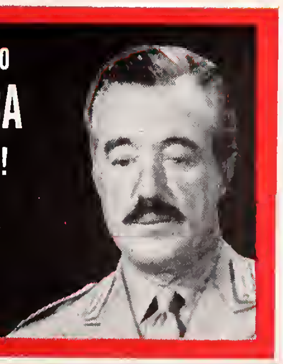


DON
MURRAY
IS AT 20th!
for
"A Hatful Of Rain"
"The Hell-Bent Kid"



DAN
DAILEY
IS AT 20th! *for*
"Oh, Men! Oh, Women!"
"The Wayward Bus"

JOAN
FONTAINE
IS AT 20th!
for
"Island In The Sun"



VITTORIO
DE SICA
IS AT 20th!
for
"A Farewell To Arms"

RICHARD
TODD
IS COMING TO 20th *for an important production!*

RICHARD **BREEN** IS AT 20th!
for "Stopover Japan"

NICHOLAS **RAY** IS AT 20th!
for "The True Story Of Jesse James"

MARTIN **RITT** IS AT 20th!
for "Down Payment"

ALLAN **DWAN** IS AT 20th!
for "The River's Edge"

STANLEY **DONEN** IS AT 20th!
for "Kiss Them For Me"

GO FORWARD WITH 20th!

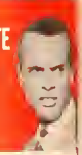
GO FORWARD WITH 20th!

the most of the best stars

in 20th's entire history!

JAYNE
MANSFIELD
IS AT 20th! for
"The Girl Can't Help It"
"The Wayward Bus"
"Will Success Spoil Rock Hunter?"
"Kiss Them For Me"

WILLIAM
HOLDEN
IS COMING TO 20th for an important production!



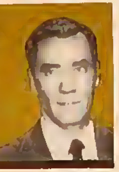
HARRY
BELAFONTE
IS AT 20th!
for
"Island In The Sun"

INGRID
BERGMAN
IS AT 20th!
in
"Anastasia"

PAT
BOONE
IS AT 20th!
for
"Bernardine"
"Home In Indiana"

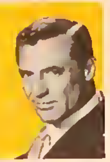
DEBORAH
KERR
IS AT 20th! for
"Heaven Knows, Mr. Allison"
"An Affair To Remember"

ROCK
HUDSON
IS AT 20th!
for
"A Farewell To Arms"
and others



MEL
FERRER
IS AT 20th!
for
"The Sun Also Rises"

SOPHIA
LOREN
IS AT 20th!
for
"Boy On A Dolphin"

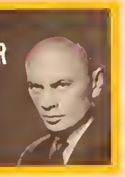


CARY
GRANT
IS AT 20th! for
"An Affair To Remember"
"Kiss Them For Me"

ROBERT
WAGNER
IS AT 20th!
in
"The True Story Of Jesse James"

ROBERT
STACK
IS COMING TO 20th for an important production!

GIG
YOUNG
IS AT 20th!
for
"Desk Set"



YUL
BRYNNER
IS AT 20th!
in
"Anastasia"

NAT 'KING'
COLE
IS AT 20th!
for
"China Gate"

TYRONE
POWER
IS AT 20th!
for
"The Sun Also Rises"

RICHARD
EGAN
IS COMING TO 20th for an important production!

ERNEST
BORGNINE
IS AT 20th!
in
"Three Brave Men"

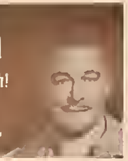
JOANNE
WOODWARD
IS AT 20th! for
"The Three Faces Of Eve"
"Down Payment"

JOAN
COLLINS
IS AT 20th! for
"Island In The Sun"
"Sea Wife"
"The Wayward Bus"

CLIFTON
WEBB
IS AT 20th!
for
"Boy On A Dolphin"
"Holiday For Lovers"

DOROTHY
DANDRIDGE
IS AT 20th!
for
"Island In The Sun"

TOM
EWELL
IS AT 20th! in
"The Girl Can't Help It"



ERROL
FLYNN
IS AT 20th!
for
"The Sun Also Rises"

GO FORWARD WITH 20th!

the most of the best producers

in 20th's entire history!

BUDDY **ADLER** IS AT 20th!
for "Anastasia"
"A Hatful Of Rain"
"Heaven Knows, Mr. Allison"

CHARLES **BRACKETT** IS AT 20th!
for "The Wayward Bus"
"Ten North Frederick"

NUNNALLY **JOHNSON** IS AT 20th!
for "Oh, Men! Oh, Women!"
"The Three Faces of Eve"

DARRYL F. **ZANUCK** PRODUCTIONS, INC. IS AT 20th!
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"The Sun Also Rises"
and others

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for "Heaven Knows, Mr. Allison"

HENRY **EPHRON** IS AT 20th!
for "Desk Set"
"A Certain Smile"

SAMUEL G. **ENGEL** IS AT 20th!
for "Boy On A Dolphin"
"Bernardine"

AL **LICHTMAN** IS AT 20th!
for "The Young Lions"

GO FORWARD WITH 20th!

JERRY **WALD** PRODUCTIONS, INC. IS AT 20th!
for "Peyton Place"
"Kiss Them For Me"
"Down Payment"
"An Affair To Remember"
"The Sound And The Fury"

DAVID O. **SELZNICK** PRODUCTIONS, INC. IS AT 20th!
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"Tender Is The Night"
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SAMUEL **FULLER** IS AT 20th!
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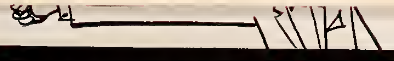
for "China Gate"
"Woman With A Whip"

ANDRE **HAKIM** IS AT 20th!
(Sumar Film Productions)
for "Sea Wife"

WALTER **REISCH** IS AT 20th!
for "Fraulein"
"Stopover Japan"

ROBERT **BUCKNER** IS AT 20th!
for "The Hell-Bent Kid"

GO FORWARD WITH 20th!



GO FORWARD WITH 20th!

the most of the best properties

in 20th's entire history!

ISLAND IN THE SUN
Screenplay by ALFRED HAYES
From the book by ALEC WAUGH

BOY ON A DOLPHIN
Screenplay by IVAN MOFFAT and DWIGHT TAYLOR
From the book by DAVID DIVINE

HEAVEN KNOWS, MR. ALLISON
Screenplay by JOHN HUSTON and JOHN LEE MAHIN
From the book by CHARLES SHAW

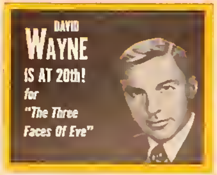
THE DIARY OF ANNE FRANK
Screenplay by ALBERT HACKETT and FRANCES GOODRICH
From their Pulitzer Prize Play

ANASTASIA
Screenplay by ARTHUR LAURENTS
From the play by GUY BOLTON and MARCELLE MAURETTE

PEYTON PLACE
Screenplay by JOHN MICHAEL HAYES
From the book by GRACE METALIOUS

BERNARDINE
Screenplay by THEODORE REEVES
From the play by MARY COYLE CHASE

CHINA GATE
Written for the screen by SAMUEL FULLER


DAVID **WAYNE** IS AT 20th! *for "The Three Faces Of Eve"*

CLARK **GABLE** IS COMING TO 20th *for an important production!*

TONY **RANDALL** IS AT 20th! *for "Oh, Men! Oh, Women!" "Will Success Spoil Rock Hunter?" "Down Payment"*

ANTHONY **FRANCIOSA** IS AT 20th! *for "A Hatful Of Rain"*

GENE **TIERNEY** IS COMING TO 20th *for an important production!*

AVA **GARDNER** IS AT 20th! *for "The Sun Also Rises"*

JEAN **PETERS** IS COMING TO 20th *for an important production!*

DANA **WYNTER** IS COMING TO 20th *for an important production!*

JEFFREY **HUNTER** IS AT 20th! *for "The True Story Of Jesse James" "The Way To The Gold" "Down Payment"*

JANET **GAYNOR** IS AT 20th! *for "Bernardine"*

GREGORY **PECK** IS COMING TO 20th *for an important production!*

HELEN **HAYES** IS AT 20th! *in "Anastasia"*

LEE J. **COBB** IS AT 20th! *for "The Three Faces Of Eve"*

KATHARINE **HEPBURN** IS AT 20th! *for "Desk Set"*

JENNIFER **JONES** IS AT 20th! *for "A Farewell To Arms"*

EDDIE **ALBERT** IS AT 20th! *for "The Sun Also Rises"*

HERBERT B. **SWOPE**, JR. IS AT 20th!
for "Three Brave Men"
"The True Story Of Jesse James"
"Off Broadway"
"The Bravados"

DAVID **WEISBART** IS AT 20th!
for "The Way To The Gold"
"Home In Indiana"

DICK **POWELL** IS AT 20th!
for "The Hunters"

BENEDICT **BOGEAUS** IS AT 20th!
for "The River's Edge"

A HATFUL OF RAIN
Screenplay by MICHAEL VINCENTE GAZZO and ALFRED HAYES
From the play by MICHAEL VINCENTE GAZZO

DESK SET
Screenplay by PHOEBE and HENRY EPHRON
From the play produced by ROBERT FRYER and LAWRENCE CARR
and written by WILLIAM MARCHANT

DOWN PAYMENT
Screenplay by PHILIP YORDAN
From the book by JOHN McPARTLAND

FRAULEIN
Screenplay by WALTER REISCH and LEO TOWNSEND
From the book by JAMES McGOVERN

THE HUNTERS
Screenplay by RICHARD MURPHY
From the book by JAMES SALTER

THE SOUND AND THE FURY
Screenplay by IRVING RAVETCH and HARRIET FRANK, Jr.
From the book by WILLIAM FAULKNER

AN AFFAIR TO REMEMBER
Produced by JERRY WALD
Directed by LEO McCAREY
Screenplay by DELMER DAVES and LEO McCAREY
Original story by LEO McCAREY
and MILDRED CRAM

THE GIRL CAN'T HELP IT
Screenplay by FRANK TASHLIN and HERBERT BAKER

KISS THEM FOR ME
Screenplay by JULES EPSTEIN
From the book by FREDERICK WAKEMAN
and the play by LUTHER DAVIS

THE THREE FACES OF EVE
Screenplay by NUNNALLY JOHNSON

THE WAYWARD BUS
Screenplay by IVAN MOFFAT
From the book by JOHN STEINBECK

THE SUN ALSO RISES
Screenplay by PETER VIERTEL
From the book by ERNEST HEMINGWAY

THE YOUNG LIONS
Screenplay by EDWARD ANHALT
From the book by IRWIN SHAW

OH, MEN! OH, WOMEN!
From the play produced by CHERYL CRAWFORD

SEA WIFE
From the book by J. M. SCOTT

SOUTH PACIFIC
Screenplay by PAUL OSBORN
From the play by RODGERS & HAMMERSTEIN
From the book by JAMES A. MICHENER

THE RIVER'S EDGE
Screenplay by HAROLD JACOB SMITH and JAMES LEICESTER

STOPOVER JAPAN
Screenplay by RICHARD BREEN and WALTER REISCH
From the book by JOHN P. MARQUAND

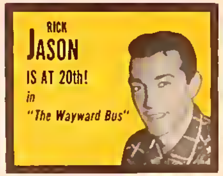
ALAN
LADD
IS AT 20th!
for
"Boy On A Dolphin"

RICHARD
BURTON
IS AT 20th!
for
"Sea Wife"

RAY
MILLAND
IS AT 20th!
in
"Three Brave Men"
"The River's Edge"

RITA
MORENO
IS COMING
TO 20th *for*
an important
production!

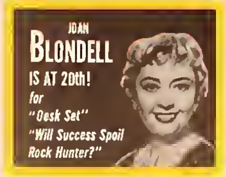
SHIRLEY
JONES
IS AT 20th!
for
"Home In Indiana"


RICK
JASON
IS AT 20th!
in
"The Wayward Bus"

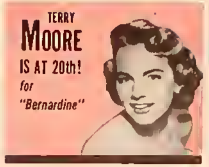
MARILYN
MONROE
IS COMING
TO 20th *for*
an important
production!

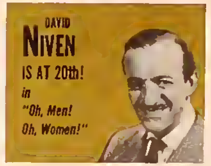
ROBERT
MITCHUM
IS AT 20th!
in
"Heaven Knows,
Mr. Allison"

HOPE
LANGE
IS AT 20th!
in
"The True Story
Of Jesse James"

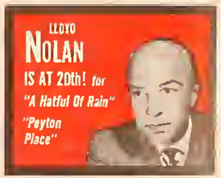

JOAN
BLONDELL
IS AT 20th!
for
"Desk Set"
"Will Success Spoil
Rock Hunter?"

DEBRA
PAGET
IS AT 20th!
in
"The River's
Edge"


TERRY
MOORE
IS AT 20th!
for
"Bernardine"

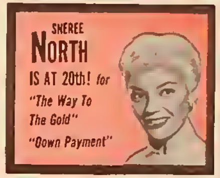

DAVID
NIVEN
IS AT 20th!
in
"Oh, Men!
Oh, Women!"

ARLENE
DAHL
IS COMING
TO 20th *for*
an important
production!


LLOYD
NOLAN
IS AT 20th! *for*
"A Hatful Of Rain"
"Peyton
Place"

JOHNNIE
RAY
IS COMING
TO 20th *for*
an important
production!

BETTY LOU
KEIM
IS AT 20th! *for*
"The Wayward Bus"
"Off Broadway"


SHEREE
NORTH
IS AT 20th! *for*
"The Way To
The Gold"
"Down Payment"

EDMOND
O'BRIEN
IS AT 20th!
in
"The Girl Can't
Help It"

ELVIS
PRESLEY
IS COMING
TO 20th *for*
an important
production!

FRED
ASTAIRE
IS AT 20th!
for
"The Dancing Master"

GO FORWARD WITH 20th!

the most of the best directors *in 20th's entire history!*

FRED **ZINNEMANN** IS AT 20th!
for "A Hatful Of Rain"

ANATOLE **LITVAK** IS AT 20th!
for "Anastasia"

WALTER **LANG** IS AT 20th!
for "Desk Set"

LEO **McCAREY** IS AT 20th!
for "An Affair to Remember"

JOHN **HUSTON** IS AT 20th!
for "Heaven Knows, Mr. Allison"
"The Bravados"
"The Townsend Harris Story"

ELIA **KAZAN** IS AT 20th!
for "Mud on the Stars"

PHILIP **DUNNE** IS AT 20th!
for "Three Brave Men"
"Ten North Frederick"

ROBERT D. **WEBB** IS AT 20th!
for "The Way To The Gold"

HENRY **KOSTER** IS AT 20th!
for "Fraulein"

JOSHUA **LOGAN** IS AT 20th!
for "South Pacific"

CHARLES **VIDOR** IS AT 20th!
for "A Farewell To Arms"

HENRY **LEVIN** IS AT 20th!
for "Bernardine"

VICTOR **VICAS** IS AT 20th!
for "The Wayward Bus"

HENRY **KING** IS AT 20th!
for "The Sun Also Rises"

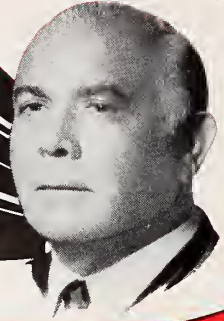
MARK **ROBSON** IS AT 20th!
for "Peyton Place"

F. HUGH **HERBERT** IS AT 20th!
for "Off Broadway"

BOB **McNAUGHT** IS AT 20th!
for "Sea Wife"

Spyros P. Skouras 15th Anniversary Celebration

MARCH 24th TO MAY 4th



Commemorating 15 Years of Leadership as our President

Dear Friends:

This is a year of achievement for us at 20th Century-Fox. This is our way of paying tribute to the leadership and inspiration of Spyros P. Skouras.

In his words, we haven't the time to stand still. That is what inspires us to Go Forward With 20th, resulting this year in 55 of the biggest and best pictures in our entire history, including the blockbuster talent and properties outlined here and 25 other exceptional showmanship pictures.

On behalf of the 20th Century-Fox organization I want to thank the exhibitors, the press and our friends throughout the entertainment world for their spontaneous response and enthusiasm in joining us during this period of celebration.

Now we rededicate our efforts to produce the most of the best pictures, to promote them with every technique and skill at our command, and to deal fairly with our customers and our public.

In this way we will truly fulfill the goal set for us by our President in this year of destiny.

Sincerely,

Alex Harrison

ALEX HARRISON
General Sales Manager

Big Promotions to Pre-Sell 55 Fox Films

Einfeld Outlines Campaigns Which Will Include Magazine Ads, Publicity Stunts, Songs, Junkets, Saturations, Radio, TV

An elaborate program incorporating the most modern publicity and advertising techniques will be utilized to merchandise 20th Century-Fox's expanded release schedule of 55 productions which are outlined in today's presentation of "The Big Show," according to Charles Einfeld, vice-president.

The film company executive maintains that every technique will be used to pre-sell these 55 productions, including national magazine advertising, billboards, publicity stunts, songs, junkets, saturations, point-of-sale newspaper advertising, radio, television and every other manner possible to alert the maximum number of people prior to release date.

Indicative of new promotional policies being instituted is a four-month advance campaign on "Three Faces of Eve," the psychological drama of a woman possessing three distinct personalities, written for the screen, directed and produced by Nunnally Johnson.

Publishing Tie-In

An early summer release which introduces Joanne Woodward, the company's "two million dollar bet for stardom" in the title role, the film's campaign was launched with a massive drive set with McGraw-Hill, publishers of the true-life story on which the film is based. The actual publications date coincided with the start of filming and signalled the start of a vast simultaneous film-book publicity campaign.

The two-pronged drive, facets of which will include national newspaper advertising, magazine, wire service and newspaper stories on Miss Woodward, interviews with authors of psychiatric case studies, a cross-country tour by Nunnally Johnson and Miss Woodward, plus related newspaper, TV and radio promotion, will create tremendous interest in this attraction.

On Darryl F. Zanuck's "Island in the Sun" a top-budgeted picture filmed on location in the exotic British West Indies, a vast magazine campaign has been mapped. Covers and multiple-page layouts on the principals of the production will appear virtually in every major publication during the next three months.

Belafonte Recording

"Island in the Sun" also will get tremendous pre-selling value from Harry Belafonte's RCA Victor recording of the title song. The record, now in national release, is a Calypso number and was released with an intensive campaign aimed at the nation's disk jockeys and tie-in promotions for local playdates with RCA Victor's dealers across the country.

"Boy on a Dolphin," the company's Easter attraction, was given a nine-city simultaneous world premiere for the benefit of the American Colleges in Greece, locale of the drama. The premiere was supported by leading civic, governmental and social leaders in each city. A massive music campaign is also in progress involving the title song which has been recorded by Julie London (Liberty), Sophia Loren (singing the original Greek version on RCA Victor), Felicia Sanders (Mercury) and George Gates (Coral).

Television is also playing a major part in giving "Boy on a Dolphin" a national sendoff. Ed Sullivan's Sunday night TV variety hour twice showed scenes from the picture to its 45 million viewers.

Another vast pre-selling job will be done on "Bernardine" via star Pat Boone's hit Dot recording of the title song which Johnny Mercer has written. A national music promotion with disk jockeys and extensive newspaper, wire service and magazine stories on the young singer will launch the picture for early summer release. Boone is also visiting over 23 U.S. and Canadian cities on a cross-continent personal appearance and concert tour during which he will promote the picture.

Film Bows in June

A gala world premiere is planned for Denver in June with Boone himself leading a contingent of Hollywood stars. The following day additional national publicity will surround Boone's homecoming to Nashville. On July 4, the picture will be saturated throughout hundreds of theatres across the country, in the same box-office tradition as "Love Me Tender."

"Desk Set" will be sparked by a 20-city tour by 20th Century-Fox wardrobe director Charles LeMaire and a number of young actresses who will tie-in with special contests held by leading department stores to find the most beautiful secretaries or members of the "Desk Set" in each locale. The winners will model LeMaire's gowns from the picture, for fashion shows in the stores and on statewide television.

Important productions filming abroad are also being given attention. During the filming of Darryl F. Zanuck's "The Sun Also Rises" in Mexico and David O. Selznick's "A Farewell to Arms" in Italy, an organization of over 50 skilled promotional craftsmen are creating international interest in those two productions.

Buddy Adler's "A Hatful of Rain" will benefit from an intensive national magazine publicity campaign augmented by multiple color advertisements in such consumer magazines as "Life," "Look," "Time," "Newsweek," "Argosy," "Saturday Review of Literature," and others.

Plans are being formulated for productions requiring specialized pre-selling such as the Cary Grant-Deborah Kerr love story, "An Affair to Remember," produced by Jerry Wald. To complement the extensive publicity campaign now underway on this picture via national newspaper, magazine, radio and television, an advertising campaign is aimed at national women's magazines.

'Seawife' Being Pre-Sold

"Seawife," an unusual story of a nun and three men cast adrift in the Pacific during World War II, will be pre-sold with a dramatic publicity and advertising campaign in leading Catholic periodicals. "A Certain Smile," Francoise Sagan's best-selling novel, is generating interest via the publicity coverage surrounding the international talent hunt for a newcomer to play the leading role.

Nat "King" Cole's hit Capitol recording of the title song he introduces in "China Gate" is creating national interest in the Samuel Fuller production. Fuller and Cole will head a delegation of Hollywood stars at the world premiere of the adventure drama today at San Francisco's Fox Theatre. Also in attendance will be numerous foreign consul-generals, state, civic, and social leaders.

Much Attention to Later Product

Further advertising, publicity and exploitation plans on attractions to debut later this year, Einfeld noted, are now being charted. Productions in this group include Darryl F. Zanuck's "The Sun Also Rises," David O. Selznick's "A Farewell to Arms," Jerry Wald's "Peyton Place," "Kiss Them For Me," "Down Payment," "The Wayward Bus," "Will Success Spoil Rock Hunter?", "Stopover Tokyo," and "The Diary of Anne Frank," among others.

Robert Rossen directs Spyros P. Skouras in a sequence for "The Big Show."

'Big Show'

(*Continued from page 4*)

Collins and Jayne Mansfield; "The River's Edge," starring Ray Milland, Anthony Quinn and Debra Paget; "The Way To the Gold," starring Sheree North, Jeffrey Hunter and Barry Sullivan; and Samuel Fuller's "China Gate," starring Nat "King" Cole in his first dramatic role.

Also "The Three Faces of Eve," introducing Joanne Woodward starring with David Wayne and Lee J. Cobb; "Bernardine," introducing singing sensation Pat Boone starring with Terry Moore, Janet Gaynor and Dean Jagger; "Desk Set," starring Spencer Tracy, Katharine Hepburn, Joan Blondell and Gig Young; Darryl F. Zanuck's "Island In The Sun," starring James Mason, Joan Fontaine, Dorothy Dandridge, Joan Collins, Michael Rennie, Stephen Boyd and co-starring Harry Belafonte: Buddy Adler's "A Hatful of Rain," drama of drug addiction, starring Eva Marie Saint, Don Murray, Anthony Franciosa and Lloyd Nolan; Jerry Wald's "An Affair To Remember," starring Cary Grant and Deborah Kerr; "Will Success Spoil Rock Hunter?", starring Jayne Mansfield, Tony Randall, Betsy Drake and John Williams; "Seawife," starring Richard Burton and Joan Collins; "Down Payment," starring Jeffrey Hunter, Joanne Woodward and Barbara Rush; Darryl F. Zanuck's "The Sun Also Rises," starring Ava Gardner, Tyrone Power, Mel Ferrer, Errol Flynn and Eddie Albert; "Ten North Frederick," starring Spencer Tracy.

Two from Wald

Also Jerry Wald's "Peyton Place," "Kiss Them For Me," starring Cary Grant and Jayne Mansfield; and David O. Selznick's "A Farewell to Arms," starring Jennifer Jones and Rock Hudson.

THE BIG SHOW—20th-Fox Feature

THE 43 production shown or mentioned in the 20th Fox 90 minute product featur unveiled to the trade this morning at the Roxy theatre are represented here by these 12 still They are presented here no necessarily in the order of appearance or of importance. Together with the executives an producers, headed by Spyros P Skouras, who introduce th product in the feature, they constitute the cast of characters i this most unusual merchandising project.

BERNARDINE with Pat Boone, current favorite of the teen-agers, and Janet Gaynor, who returns to the screen in this Broadway play.

THE WAYWARD BUS stars Dan Dailey and Jayne Mansfield, above, with Joan Collins.

DESK SET starring Spencer Tracy and Katharine Hepburn, above, with Joan Blondell and Gig Young. Walter Lang directed and Henry Ephron produced.

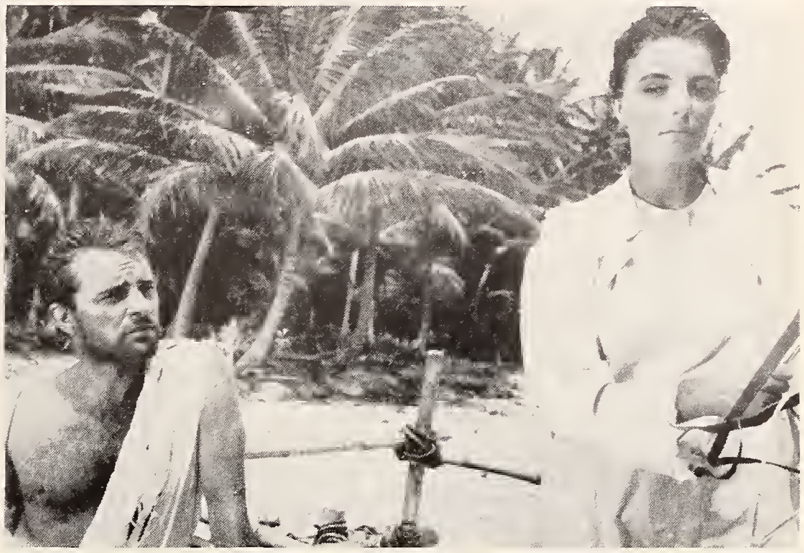
ISLAND IN THE SUN with Dorothy Dandridge, Stephen Boyd and Joan Collins, above as well as James Mason, Joan Fontaine and Harry Belafonte. Darryl Zanuck produce

A HATFUL OF RAIN with Don Murray, Anthony Franciosa and Lloyd Nolan, above, is a screen adaptation of the Broadway play based on the drug addiction theme.

THE SUN ALSO RISES with Errol Flynn and Ava Gardner, above, as well as Tyron Power, Mel Ferrer and Eddie Albert, is based on the Ernest Hemingway story.

Featuring Product . . . .

AN AFFAIR TO REMEMBER, starring Cary Grant and Deborah Kerr, above, is Jerry Wald's first picture for Fox release and is directed by Leo McCarey.



SEAWIFE, starring Richard Burton and Joan Collins, above, and introducing a new star, Cy Grant, is an Andre Hakim production.

WILL SUCCESS SPOIL ROCK HUNTER? Joan Blondell, Jayne Mansfield and Tony Randall, above, star in this adaptation of the Broadway hit, directed by Frank Tashlin.

THE THREE FACES OF EVE will introduce Joanne Woodward, above, co-starring with David Wayne and Lee J. Cobb. Produced, written and directed by Nunnally Johnson.

THE WAY TO THE GOLD with Neville Brand, Jeffrey Hunter, Sheree North and Jack Aubuchon, above, along with Barry Sullivan and Walter Brennan.

CHINA GATE with Nat "King" Cole and Gene Barry, above, is a Samuel Fuller production which stars the famous singer in his first dramatic role.

REVIEW:

Saint Joan

Preminger-United Artists

The G.B.S. version of the Joan of Arc legend, in screenplay form by Graham Greene, emerges as an interesting, well acted and produced costume drama, illuminated throughout by the Shavian brand of humor which, in some instances, seems a bit too sharp and swift for mass audiences to arrest and absorb.

Otto Preminger, who produced and directed the picture in England, assembled a talented cast which gives a good account of itself and its material. Topping it in public interest, thanks to the effective publicity inaugurated prior to the start of production and continued unabated since, is the discovery, Jean Seberg, as the Maid of Domremy. Miss Seberg, a product of Iowa, was, as the world is aware, the terminus of the Preminger engineered search for a new personality to play the title role.

Not only will that well-exploited search and its result stand the picture in good stead as it comes to market but, it is to be reported, Miss Seberg gives a smooth performance, marked by the polish either of true talent or effective coaching, which enables her to carry off scenes which would be difficult for even the most experienced of actresses. She is likely to draw many to the boxoffice now, and to be an attraction threat in the years to come, on the basis of this beginning.

While Miss Seberg may not be the best Joan ever, nor even the ideal choice for the role, she does acquit herself nobly and with some appeal. Her impress, however, as a martyr and saint, is not a lasting one.

Richard Widmark as The Dauphin and, later, Charles VII; Richard Todd as Dunois, commander of the French forces at Orleans and her comrade-in-arms; Anton Walbrook as the Bishop of Beauvais; John Gielgud as the English Earl of Warwick, and Felix Aylmer as the Inquisitor, as is to be expected, are smoothly proficient in their roles. In lesser parts, Finlay Currie as the Archbishop; Kenneth Haigh as Joan's counsellor; Margot Grahame as a duchess; David Oxley as a court figure, and Victor Maddern as an English soldier, stand out.

A weak point of the production is the minimum of action with which it is invested. Dialogue carries the burden of every phase of the story and, at times, reveals evidences of weariness. Nevertheless, the story of Joan of Arc and that of the newcomer chosen to portray her are presold elements. Exhibitors can take it from there and be thankful for it. Running time, 110 minutes. General classification. Release, in June.

Sherwin Kane

RCA Record

(*Continued from page* 1)

annual meeting of the RCA stockholders.

General Sarnoff said that in the record-breaking 1957 first quarter sales of RCA products and services amounted to $295,773,000, an increase of $20,925,000 or eight per cent over the first three months of 1956. Profits before taxes were $25,541,000, an increase of $146,000 over the same period last year. Net profits after taxes amounted to $12,810,000, an increase of $83,000.

Earnings per common share for the first 1957 quarter were 87 cents, compared with 85 cents for the first 1956 quarter.

General Sarnoff told stockholders that "black-and-white television has passed its first decade with outstanding success as a great new service and profitable venture." While the volume of units sold remains high, he said, the profit margins on black-and-white sets now are low. He added, "however, there is nothing wrong with the television industry today that cannot be cured by color." Progress will continue to be made in this direction and "in our view, it offers the best prospects for improving earnings in the television industry," he said.

Speaking of NBC, wholly-owned RCA subsidiary, General Sarnoff said that it had achieved an all-time record for the year in gross income and net profits. "Assuming no Government action adverse to network operations," he said, "I am confident that NBC is equipped to meet all competitive challenges and to continue its present progress. The possibilities seem limitless for the future of television. International television—live and in color—is one of our goals ahead and I am confident that NBC will reach that goal in a position of leadership."

Halting of Films

(*Continued from page* 1)

hope for a settlement of the tax and remittance problems for the Philippines without the necessity of closing theatres there. These theatres currently show films of which 90 per cent are produced in the U. S.

Television Today

'Big Record' Slated For CBS Bow in Sept.

"The Big Record" will have its premiere over the CBS Television Network Wednesday, Sept. 25, 8:00-9:00 P.M., EDT. The Kellogg Co. and Pillsbury Mills, Inc., have signed for alternate week half-hour sponsorship.

The series will originate from New York, starring Patti Page and featuring "names" of the record industry, who will appear each week "in person" doing the "hits" for which they have become national favorites.

'Hit' Premiere Set

"It's a Hit," a weekly half-hour quiz program tailored for youngsters from 7-14 years, will have its premiere Saturday, June 1, 11:30-12:00 noon, EDT, over the CBS Television Network. "Happy" Felton will star.

Who's Where

Herbert M. Rosenthal has been appointed art-director for CBS Television Spot Sales, a new post created as a part of the CBS increased promotional effort designed to accompany future sales campaigns.

☐

Chalmers Dale has been appointed as assistant manager of the Film Services Department of CBS Television. Dale has been supervisor of the Broadcast Film Operations Division of the department since October 1956.

☐

Winston O'Keefe has been signed by **Irving Briskin,** production head o Screen Gems, Inc., television subsidiary of Columbia Pictures. He wil be associated with William Sackheim director of program development.

One Man's TViews

By Pinky Herman

A FULL-HOUR color film, portraying the activities of American doctors all over the Globe, will be produced for the Smith Kline & French program, "The March of Medicine," under the personal supervision of David Lowe, NBC Educational TV Project exec producer, who flies to Tokyo tonight, accompanied by Lou Hazam, Mike Oppenheimer and a crew. The flicker will be shot in 13 countries including Japan, Korea, Hong-Kong, Laos, Nepal, India, Sarawak, Indonesia, Iran, Turkey, Ethiopia, France and Guatemala, completed end of July and NBChanneled Tues., Dec. 3 (9:30-10:00 P.M.) Ork Pilot George Sterney has joined the Milton Morison Agency and is handling a young Calypsongster, Lance Haven, a native of Nassau, whose forthcoming album for Que label, can't miss zooming the handsome singer into the big time. . . . Pert, pretty and pulse-quickening Lee Francis, ABC Film Syndication ad head, back at her desk after a three-week vacation down south. . . . George Schaefer a "thank you—no favors needed at the moment" press party tossed by Hallmark Hall of Fame tomorrow evening at the St. Moritz Terrace Penthouse. . . . Victor recording star June Valli turning in a CBSmooth pinch-hitting stint for vacationing Bess Myerson on "The Big Payoff."

☆ ☆ ☆

Charles C. Barry

The MGM Lion is really roaring these days. In operation less than 3 months, the MGM-TV Commercial and Industrial Division has already contracted over $400,000 in TV film spots and industrial films sez Bud Barry. . . . Mennen's new TVehicle, "O.S.S." which will be seen on ABC-TV this Fall Thursdays 9:30 P.M., will star Ron Randell and is currently being filmed in England by Flamingo Films. . . . Palmer Shannon, program co-ordinator for the "Today" NBC-TV'er, flies to Mexico tomorrow for a three-week vacation. (Saludos Amigo and give our regards in English to Melissa Sierra Miss Mexican City teleVISION.) . . . Armand Grant, formerly veepee at WKIT, Garden City, L. I. and Sales Manager at WAAM, Baltimore, has been named executive producer of ABC Daytime TV programs. . . . A nation-wide search has been launched in England to find two teen-aged boys, one American and one British, to co-star in a forthcoming serial "Clint & Mac" which will be filmed in England later this month for presentation later this year on the "Mickey Mouse ABClub." Scripts are by Malcolm Stuart Boylan. Producer is Bill Walsh.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 81, NO. 90 NEW YORK, U.S.A., THURSDAY, MAY 9, 1957 TEN CENTS

Titles Listed

UA Ships 7 Films to Two Red Countries

Deals with Poland, East Germany First Since '48

United Artists, the first of the major companies to complete a film sales agreement with an Iron Curtain nation, has commenced shipment of prints of seven American-produced pictures which the governments of Poland and East Germany have elected for exhibition, according to a company executive.

The agreements were concluded late last week by the UA European sales manager and the cultural committees of Poland and East Germany.

Films which will be seen in Poland, under the three-year agree-

(*Continued on page 10*)

Mrs. Sudekum Alleges Bank Controls Crescent

Special to THE DAILY

NASHVILLE, May 8—A legal fight over control over property and assets of Crescent Amusement Co., with its chain of 67 theatres, loomed today with the filing by Mrs. Nettie E. Sudekum, widow of the late Tony Sudekum, founder of Crescent, of a suit in chancery court against the First American National Bank asking

(*Continued on page 6*)

Sam Goldwyn to Make Gershwin 'Porgy, Bess'

From THE DAILY Bureau

HOLLYWOOD, May 8 — Samuel Goldwyn announced today that his next film will be the George Gershwin classic, "Porgy and Bess." Production plans will begin at once, he said, and

(*Continued on page 6*)

Television Today Page 8

List Quarter Net $612,871

Consolidated earnings of List Industries Corp. and its subsidiaries, which include RKO Theatres, were $711,917 for the first quarter ended March 31, the company reported yesterday. This was before a loss of $99,046 on disposal of properties and certain inventories, it was pointed out, leaving a net income for the period of $612,871.

The quarter earnings amount to 16c

(*Continued on page 6*)

Gordon Praises Stern At Mich. Allied Meet

Special to THE DAILY

DETROIT, May 8—Film delivery rates, taxes on air conditioning installations, daylight saving time and possible affiliation with the Council of Motion Picture Organizations were the principal subjects discussed today at the annual convention of Allied Theatres of Michigan at the Hotel Whittier here.

At a luncheon meeting, Julius

(*Continued on page 2*)

Pesce Named to Head State's Film Division

Special to THE DAILY

ALBANY, N. Y., May 8—Louis M. Pesce has been promoted from assistant director to director of the State Education Department's motion picture division, effective Thursday, ac-

(*Continued on page 8*)

Judge Reserves Decision On New NT Theatre

Federal Judge Edmund L. Palmieri yesterday reserved decision on an application by National Theatres to acquire a new theatre in the Denver, Colo., suburb of Littleton.

In a hearing before Judge Palmieri yesterday in Federal District Court here, Fred Pride, NT attorney, and Maurice Silverman, of the antitrust division of the Department of Justice, stated that the acquisition will not unduly restrain competition. There was no opposition voiced by exhibitors. A decision on the application is expected to be handed down by Judge Palmieri by May 15.

Bright Future Seen For Cinerama, Inc.

An optimistic picture of the future of Cinerama, Inc., was presented yesterday to the stockholders of Cinerama, Inc., at their annual meeting here.

Wentworth D. Fling, executive vice-president, said the entire operation was looking brighter, and several new developments, technically, are in the offing, but he did not wish to divulge their nature until they are properly covered by patents and other legal factors. He did say that there have been improvements in exhibition, field production and studio equipment. This includes the screen, the recording and reproduction of the sound and the printing. The new method of

(*Continued on page 6*)

Trade Lauds 'The Big Show' As Good Omen For the Future

By LESTER DINOFF

(Pictures on Pages 11)

The first showing of 20th Century-Fox's "The Big Show" was greeted at the Roxy Theatre here yesterday morning with enthusiatic applause from an industry audience composed of some 1,200 exhibitors, distribution executives and trade press and the hope that this CinemaScope and color sales promotion feature would generate heavy interest in forthcoming motion pictures.

"The Big Show" feature was designed to detail the 20th-Fox production program for the coming 12 months for exhibitors and the public. It is aimed at a revival of motion picture patronage and, according to many theatremen who attended yesterday morning's screening, "The Big Show" is a real big step forward by the distribution company in "rekindling interest on the part .of the ex-

(*Continued on page 10*)

Re-Admission Put Off

Allied Charges CompoVitiates Re-Entry Pact

Board's Conciliatory Wire Stresses 'No Doors Closed'

Special to THE DAILY

DETROIT, May 8—The Council of Motion Picture Organizations today was told by the board of directors of Allied States Association that COMPO must adhere more closely to the terms agreed upon by committees of both organizations before the re-admission of Allied to COMPO can be consummated.

The statement of the Allied board, in session here for the third consecutive day, was contained in a wire sent to A. Montague, Samuel Pinanski and Robert W. Coyne, of COMPO,

(*Continued on page 2*)

Col. Moving Portland Sales Unit to Seattle

Columbia Pictures will transfer the sales activities of its Portland, Ore., branch to Seattle, effective on Monday, it was announced yesterday by A. Montague, vice-president and general sales manager. Montague pointed out that the Portland office will continue to operate as a booking and shipping point.

James Beale, who has been manager of the Portland branch, will become manager at Seattle. The Seattle exchange will continue as a part of the company's Northwest division, under the supervision of division manager L. E. Tillman in San Francisco.

20th-Fox's 'Big Show' Inspires Enthusiasm

"The Big Show," 20th Century-Fox's film presentation of its forthcoming production program and the men who are responsible for it, is a message of encouragement and inspiration for all exhibitors. It tells them—and shows them—that not only are there 55 feature pictures being readied for their theatres during the next 12 months by this one company, but also

(*Continued on page 10*)

PERSONAL MENTION

SIR CAROL REED, British producer-director, will arrive in New York today aboard the "Liberte."

•

Milton R. Rackmil, president of Universal Pictures, will leave here tomorrow for Hollywood.

•

Ken Annakin, Rank Organization director of "Across the Bridge," arrived in New York yesterday from London.

•

Roy Tash, Canadian cinematographer, has been named manager of the Toronto offices of Associated Screen News, Ltd., replacing **Jack Mackay**, who has resigned.

•

John S. Bernard, of the Strand Theatre, Bridgeport, Conn., has been reelected president of that city's Motion Picture Operators Union, Local 277.

•

Loretta Young returned to New York this week from London via B.O.A.C.

•

Nathaniel Lapkin, first vice-president of Stanley Warner Corp., will return to New York at the weekend from Hollywood.

•

William J. Heineman, United Artists vice-president in charge of distribution, returned to New York yesterday from the Coast.

•

Americo Aboaf, foreign general manager and vice-president of Universal-International, left New York yesterday for Italy.

•

Herbert Baerwitz, legal counsel of Bel-Air Productions, will leave here on Monday by plane for Europe.

•

Foster M. Blake, Universal Pictures Western sales manager, left here yesterday for a trip to key cities of the Middle and Far West.

•

Mrs. Ed Miller, wife of the entertainment editor of "Seventeen," gave birth to a boy here this week at Doctors Hospital.

•

Norman Weitman, Universal Pictures branch manager in Albany, N.Y., was in New York from there.

•

Louis J. Goffman, industry attorney and former chief barker of the Philadelphia Variety Club, has completed a three-year term as president of the Y. M. and Y. W. H. A. in that city.

Allied Charge

(*Continued from page* 1)

in a reply to a telegram received by Abram F. Myers, Allied general counsel, seeking reconciliation of the exhibitor association with COMPO. The Allied board's reply, after stating that it was Allied's understanding that a joint formula had been arrived at by which Allied would rejoin COMPO, declared:

"It was with much disappointment that the directors learned that the governing committee (of COMPO), acting unilaterally, had decided upon drastic changes in COMPO's organization and operations which are at variance with the discussions and resulting understandings previously reached, and which changes, the governing committee states, 'must be agreed to by the executive committee before Allied's re-entry.'"

Sees 'Foundation' Destroyed

The wire gives the assurance that the Allied board had hoped to be able to announce following the meeting that Allied had rejoined COMPO, but declared that COMPO had destroyed the "factual foundation upon which Allied directors had acted."

In a conciliatory tone, the Allied board stated that "no doors have been closed" to a rapprochement.

Another resolution passed by the Allied board today empowers an appropriate officer or officers or members of the Allied States Association, to appear before and submit information to the anti-trust subcommittee of the committee in the Judiciary or other Congressional committees "in the hope that the anti-trust division may be stimulated to perform its duty or that remedial legislation may be enacted."

The resolution bears on the interpretations of the anti-trust division of the Department of Justice in interpreting decrees entered into against eight major film companies in U. S. vs. Paramount Pictures, Inc.

Several 'Whereases'

"Whereases" included the attitude of the anti-trust division on insistence of interpretations "no matter how inconsistent they may be," "refusal to submit for judicial determination the issues affecting the independent exhibitors," "woeful inadequacy of the decrees to achieve their declared purpose" failure to properly interpret or enforce them if necessary, or to seek proper amendments in the Paramount case to protect independent exhibitors.

Levin Announces Fourth

HOLLYWOOD, May 8 — AB-PT President Irving H. Levin today announced "Eleven Hours to Doom" as the fourth AB-PT production, scheduled to start July 29.

262 Theatres In Ranks Of Michigan Allied Now

Special to THE DAILY

DETROIT, May 8—Delegates to the Allied Theatres of Michigan annual convention now underway here have learned with pleasure that membership is now at its strongest. There are 262 theatres and drive-ins within the ranks, representing the overwhelming potential of eligibles.

To Complete New Japan Pact Details This Week

The board of directors of the Motion Picture Export Association has been informed that the loan details under the new Japanese film agreement will be worked out by the end of this week, it was announced here yesterday by an MPEA official.

Irving Maas, MPEA vice-president currently in the Far East, has informed the board that the details of the new pact will be completed in a few days and that remittances totalling over $1,300,000 will come forth shortly thereafter.

The board also agreed at its meeting earlier this week to request each company to check the number of licenses used in Formosa and to see if there was a surplus. The deadline for the check is May 15, so that the unused licenses could be redistributed, if necessary.

The MPEA foreign managers were also informed that overseas representative Charles Baldwin has postponed his trip to Egypt at the recommendation of the Cairo managers. Also, Maas and Charles Egan, MPEA representative in India, will arrive in Burma at the end of this month and enter Pakistan early in June to open negotiations there on a new film agreement, which would become effective on July 1.

Active Hosts of Mich. Allied Meeting Listed

DETROIT, May 8. — The active hosts of Michigan Allied's 38th annual convention underway here now are president Milton H. London, B. L. Kilbride, Jr., secretary; William Westman, treasurer, and Alden Smith, vice-president. They also include the advisory committee: Sam Barrett, William Clark, Lou Mitchell, Carl Buermele, Floyd Chrysler and Clive Waxman.

Aiding are directors Irving Belinsky, Walter H. Fisher, Adolph Goldberg, Ralph Marsden, Art Rice, Emmett F. Roche, Mrs. Dolores Cassidy, Ray Forman, Lou Lutz, Art Narlock, Del A. Ritter, Howard Sharpley and Frank R. Spangle.

Gordon Laud

(*Continued from page* 1)

Gordon, president of national Allie reported on the deliberations of th Allied board of directors, particular on the work of Sidney Stern, preside of Allied Theatre Owners of Ne Jersey, in exploring the possibiliti of establishing an Allied publici program and the appointment of publicity director to carry out its d cisions.

Among the afternoon's speech was one by J. W. Servies, vice-pre ident of National Theatre Supp on the subject, "The Cable Theat and Telemovies."

At the board meeting on Tuesda the Allied committee on arbitratio was given instructions on what offer as the organization's objectiv at the industry meeting in New Yo on Monday. Details of the Allied o jectives were not disclosed, but t board reaffirmed its "sincere ho that results will be beneficial to t entire industry."

In a banquet speech Tuesday nig Gordon spoke on technical and ec nomic aspects of cable theatres.

Large Mexican Circuit Opening New Theatres

Special to THE DAILY

MEXICO CITY, May 8. — Oper dora de Teatros, one of Mexico largest theatre circuits, has plans f opening more theatres, starting wi the 1,600-seat Cine Morelos in Cue navaca, the Morelos state capita which is now in operation.

The circuit is soon to open a ne theatre here, also two in Ciuda Juarez, opposite El Paso, Texas, one i Durango City, capital of Durang State and one in Orizaba, the Ve Cruz state textile-brewery center.

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There's a good job waiting for a capable secretary in the advertising department of a major company. Drop me a line about yourself.
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PEOPLE

Eric Johnston, president of Motion Picture Association of America and an adviser to **President Eisenhower,** in an address at Columbia University's 11th American Assembly called for economic rather than military assistance to foreign nations. He supported the **Eisenhower** aid program which will be presented to the nation by the President on or shortly after May 15.

☐

Sam E. Diamond, 20th Century-Fox branch manager in Philadelphia, has been named that city's "man of the year" by the Philadelphia Motion Picture Preview Group for outstanding charity work in and out of the industry during the past 25 years.

☐

Clarence M. Leeds has been elected vice-president in charge of manuacturing for Simplex Equipment Corp., Bloomfield, N. J., a subsidiary of General Precision Equipment Laboratory, Inc., Pleasantville, N. Y.

☐

Stanton Griffis, chairman of the executive committee of Paramount Picures Corp. this week delivered an ddress at the Los Angeles City Hall Luncheon on the Near East situation.

☐

Richard Lewis, formerly owner of TV film producing company in Chiago, has joined the television department of M-G-M as sales representaive in that area.

☐

Bill Doll, head of Bill Doll & Co., as been named vice-president of the Michael Todd Co. in charge of publicity, advertising and exploitation.

☐

Joan Crawford will serve as national chairman of women's activities for he 1957 "hope chest" of the Multiple clerosis Society. The campaign will e conducted on a nationwide scale uring the entire month of June.

☐

Benjamin Berger, former president f North Central Allied, Minneapolis, as been named president of the ewly organized Prisoners Aid Society of Minnesota and has underwritten the organization's two-year udget of $40,000.

☐

William S. Todman, of Goodson-Todman Productions, chairman of the ntertainment and music industry division of the testimonial luncheon to e tendered Hy Gardner, "New York Herald-Tribune" columnist, at the ark Lane Hotel here today, has lined p for the occasion an impressive roup of radio, TV and musical stars. The luncheon is sponsored by the United Jewish Appeal of New York.

See House Passing Tax Cuts Soon But Senate Delaying to '58

From THE DAILY Bureau

WASHINGTON, May 7—It will be mid-June before House Democratic leaders decide whether or not to press for tax cuts this year.

That will also be the time they decide what type of tax cuts should be sought, if any.

Right now, the betting on Capitol Hill is that the House will pass a tax cut late in the session, but that the Senate won't act on it until early next year.

Present sentiment is for most of any available surplus to be used to reduce the individual income tax—benefitting small businessmen operating as individuals or partnerships as well as helping other individual taxpayers. But there is also considerable sentiment in the House Ways and Means Committee for adding on to any individual income tax reduction bill some selective excise tax cutting.

Theatre Drive Likely

So far, reduction of the cabaret and transportation taxes has the most powerful support in the Committee, but the theatre owners could undoubtedly stage another admissions tax reduction drive on relatively short notice.

Some special tax relief for small businesses—in the form of easier estate tax treatment, more liberal loss allowances, and more rapid depreciation—may also be part of the tax package finally put together by House leaders.

Columbus Voters Reject Daylight Saving Time

COLUMBUS, O., May 8.—The defeat yesterday in a primary by a 2-to-1 margin of a Columbus charter amendment to establish Daylight Saving Time has been hailed as a signal victory by theatremen who fought against the proposal. The successful fight was led by Robert Wile, secretary of the Independent Theatre Owners of Ohio.

Voting in the primary was 40,781 against and 21,713 for the amendment. Several central Ohio towns which planned to adopt DST if Columbus voters chose it will also remain on Eastern Standard Time.

Industry Future Theme Of Ga., Ala. Meeting

ATLANTA, May 8—The theme of this year's joint convention of Alabama Theatres Association and Motion Picture Owners and Operators of Georgia will be, "A Look Into the Future" The meeting, to be held at the Dinkler Plaza Hotel here, will be addressed by Al Sindlinger, research executive, on "the future of the exhibition industry."

Also on the program will be talks on telemovie cable experiments and an innovation in clinics for exhibitors, to be conducted by Norris Hadaway called "Brainstorming."

Credit U. S. for Easing Ontario Censor's Job

Special to THE DAILY

TORONTO, May 8 — The raising of motion picture standards by United States producers has made the job of censorship easier, in the opinion of the Ontario film censor. O. J. Silverthorne, chairman of the Ontario Censor Board, in his annual report, said there had been a reduction in the number of films "treated or classified to limit the effect of objectionable content during the past year."

During the past year, 21 per cent of all the films submitted were "treated or classified." This is a reduction from the 25 per cent of the year previous. "Responsible elements in the U.S. motion picture industry are displaying a tendency to be guided by criticisms from private and public bodies," he said.

Another means of simplifying the censor's job in Ontario was through classification for adults or restricted, a policy in effect by the Department since 1944, "which has been satisfactory, judging by the approval from outside the motion picture industry and by progressive elements within."

Latta Bill Advances In Ohio Legislature

COLUMBUS, O., May 8—By a vote of 8-3, the Ohio Senate Education Committee recommended the substitute bill offered by Sen. Delbert Latta (Rep.) Bowling Green, committee member, which would empower the attorney general to seek petitions in Franklin County Common Pleas Court against films which he believes violate the state's anti-obscenity statutes.

The action prevents any further consideration of the original S. B. 115 and a substitute version for film censorship offered by Senators Andrew Putka, (Dem.) Cleveland, and Robert Shaw, (Rep.) Columbus.

The committee approved two amendments to the Latta bill, making it necessary for films in question actually to be in possession of a distributor or exhibitor within the state, and permitting defendants to waive jury trial and to introduce expert witnesses as to the "artistic, literary, cultural, scientific and educational value of the film."

John Harlor and Harry Wright, Columbus attorneys for Motion Picture Association of America, said the Latta bill is "less objectionable" than the Putka bill.

The Latta bill now goes to the judiciary committee of the House of Representatives.

. . . NEWS ROUNDUP

Report by Gregg Released

Under the chairmanship of E. S. Gregg, president of Westrex Corporation, the committee on commercial policy of the United States Council of the International Chamber of Commerce has prepared and just released a report in brochure form called, "The Importance of Foreign Trade to the United States Economy."

According to the foreword, the report presents evidence that has an important bearing on every issue of foreign economic policy involving legislation or administrative measures which expand or restrict international trade."

■

35 'Tremain' Previews

Buena Vista, in a major pre-release public relations program, will preview Walt Disney's "Johnny Tremain" in 35 key cities during May for groups of community leaders, educators and press representatives in each area.

■

Schumacher in SMPTE Post

J. Howard Schumacher, Jr., laboratory technician for NBC Development, has been named staff engineer for the Society of Motion Picture and Television Engineers. He succeeds Henry Kogel, who resigned from SMPTE to join Century Lighting Corp.

■

Set 'Man on Fire' Bow

The world premiere of M-G-M's "Man on Fire" will be held in Spokane, Wash., on June 19 with Bing Crosby, star of the Sol C. Siegel production, and other Hollywood personalities on hand.

■

'Gervaise' to Continental

The French film "Gervaise" has been acquired for release in the United States by Continental Distributing, Inc.

■

'Woman' to M. H. May 16

M-G-M's "Designing Woman" will open on May 16 at the Radio City Music Hall.

'Pink' Opens Tonight

LONDON, May 8—British Royalty and entertainment notables will attend the world premiere tomorrow night, of Russ-Field's, "The Fuzzy Pink Nightgown" at the Leicester Square Theatre here. The picture is a United Artists release.

BOMBSHELL BEST
EXPLODES ON
SCREEN!

Filmed by M-G-M under military protection in Africa!

"The most sensati
of the year..." —THE N
SOMETHING
VALU
ROBERT RUAR

M-G-M presents

"SOMETHING OF VALUE"

starring

ROCK HUDSON

DANA WYNTER

SIDNEY POITIER

with

WENDY HILLER • **JUANO HERNANDEZ** • **WILLIAM MARSHALL**

Screen Play by **RICHARD BROOKS**

Based on the Book "SOMETHING OF VALUE" by ROBERT C. RUARK

Directed by **RICHARD BROOKS**

Produced by **PANDRO S. BERMAN**

SELLER

TRADE UNANIMOUS!

"In epic class. Big in all respects. Top star value in Rock Hudson." —M. P. DAILY

"Another M-G-M commercial success. Large pre-sold audience." —FILM DAILY

"Strong fare. Big business." —BOXOFFICE

"Greatly moving film." —VARIETY WEEKLY

"Solid boxoffice values." —M. P. HERALD

"A superb job." —HOLLYWOOD REPORTER

"Highly suspenseful." —SHOWMEN'S TRADE REVIEW

"Absorbing! Exciting!" —M. P. EXHIBITOR

"Suspense-charged melodrama." —DAILY VARIETY

ROCK HUDSON ROCKS THE SCREEN!

National Pre-Selling

SOPHIA LOREN, Italy's box office bambino, appears on the color cover of the May 6 issue of "Life," and is the ingratiating heroine of a pictorial story in the same issue. Because she is refreshing, genuine straightforward and never upstages anyone, she makes good reading. "Life's" editors have used sufficient space to mention four films. In the order of their release they are "Boy on a Dolphin," "The Pride and the Passion," "Legend of the Lost" and "Desire Under the Elms."

Her Hollywood co-workers have responded to her outgoing personality, which is summed up by Peter Lorre's remark, "She is very genuine —and combined with her other attributes, this is very rare."

•

"Designing Woman's" fashions were created by Helen Rose. She has written an article for the May 19 issue of "Parade" in which she related how she designed Grace Kelly's wedding gown.

•

"Funny Face" was selected as the picture of the month by Ed Miller of "Seventeen." This teen-age publication has instituted a new policy. Each company whose film is selected as a picture of the month will be presented with an attractive plaque. The first one will be presented tomorrow to Jerry Pickman, vice-president of Paramount Pictures in charge of advertising and publicity, for "Funny Face."

•

Frank Sinatra, star of "The Pride and the Passion," appears on the color cover of the May 14 issue of "Look." Bill Davidson's story starts on location in Spain, with "The Pride" company and has written a personality story of Sinatra which appears in the same issue.

•

Yul Brynner, star of "The Ten Commandments," is on the front cover of the May issue of "Redbook." Cameron Shipp has written a profile of Yul for this issue titled "Self-made Mystery Man." Shipp says "Yul has told me at least six versions of his birth. I believe everyone of them."

•

Louis Berg, "This Week" movie editor, went on location to Tobago, British West Indies, with the "Heaven Knows, Mr. Allison" company. He told about it in the May 5 issue. Berg's article was titled, "Anyone Can Direct a Movie." John Huston let Berg try to direct Deborah Kerr and Bob Mitchum in the cave scene.

•

Frank Sinatra, star of Stanley Kramer's "The Pride and the Passion," receives considerable attention in the Pete Martin piece titled "I Called on Bing Crosby," which appears in the May 11 issue of "The Saturday Evening Post."

WALTER HAAS

REVIEW:

China Gate

Globe Enterprises—20th-Fox—CinemaScope

HOLLYWOOD, May 8

LOADED WITH suspenseful action, impressive sets and clever integration of library footage to create a semblance of authenticity, Samuel Fuller's newest production, which he also wrote and directed, is headed for healthy returns.

An Indo-China village, where Vietnamese soldiers and a group of French Foreign Legionaires join to stop the onslaught of Chinese Communists, protecting it as a gateway to all China, becomes the background for a mission to blow up an ammunition dump in enemy territory. This exploit is made possible through the enlistment of Angie Dickinson, who portrays a Eurasian known as Lucky Legs, and who has been popular with the brass on both sides of the skirmish as a good source for bottled cognac.

In exchange for a promise that her five-year-old son would be given a chance to grow up in the United States, Angie agrees to play the foil for a patrol, wading through land mines and sentries in the jungle to reach the target. Fate brings her together again with her husband, Gene Barry, assigned to head the patrol. Barry had walked out on her when their son was born with distinctive Chinese features.

Gene's love for Angie, and a convincing argument from Nat "King" Cole, a member of the patrol, overshadows his resentment for the boy. He wins Angie's love again in a plea for forgiveness in front of the rest of the patrol. But in the climax she is killed in a heroic attempt to set off the charge that blows up the ammunition stores.

Cole sings the title song twice in the film, and the disc jockeys are already spinning the tune to herald its national release in June.

Barry and Miss Dickinson prove themselves capable of more starring roles; and are ably supported by Paul Dubov, Lee Van Cleef and George Givot. The musical background was written by the late Victor Young and extended by his old friend Max Steiner.

Running time, 93 minutes. General classification. Release, in June.

SAMUEL D. BERNS

Sam Goldwyn

(*Continued from page* 1)

photography will start before the end of the year.

Goldwyn reported the purchase price of the musical work is a percentage of gross receipts with a down payment of $650,000 that has already been made. Robert Breen, who directed the most recent production of "Porgy and Bess" in New York, has been signed as associate producer of the Goldwyn film.

Approve Drive-In for Suburb in Troy, N. Y.

Special to THE DAILY

ALBANY, May 8.—The town board of Brunswick, Troy suburb, has voted to permit construction of a 300 - car drive-in by Bernard J. Carroll, on a 72 - acre plot adjacent to an amusement park grove he has operated for some years.

The board's action followed a public meeting, at which Carroll was permitted to outline his plans and other proponents, as well as opponents of the drive-in, were heard. A majority of the taxpayers present favored the project. Carroll must still meet the requirements of the Rensselaer County Health Department before he can begin construction.

Detroit Papers List Increase in Ad Rates

DETROIT, May 8—The "Detroit Free Press" and the "Detroit News" announce an increase in advertising rates of 5c per line daily and Sunday effective immediately for non-contractual advertisers, and June 1 for those holding contracts. The June deadline will probably be the effective one for exhibitors, inasmuch as since they cannot plan on space as do other businesses, those advertising on a continuing basis will be deemed in this category. This increase on a combined basis lifts Detroit newspaper advertising to around $3.25 per line.

The "Detroit Times," while it has not as yet increased rates, announced a change of format which will be equivalent. Column width is to be reduced to 11 picas from 11½. New pages will be 8 column, 2464 lines per page, or 308 lines per column. The "Times" states this was done in the interest of mat shrinkage and clarity of reproduction.

Book 'Days' in Minn.

MINNEAPOLIS, May 8—The 800-seat Alvin Theatre, which has at various times in its long career housed legitimate plays, burlesque and a revival tabernacle, will enter a new phase June 28 when it opens with Mike Todd's "Around the World in 80 Days."

List Income

(*Continued from page* 1)

per share. Earnings during the first quarter of 1956, before the acquisition of Gera Corp. which took place as of May 1, 1956, were 11c per share.

Provisions for depreciation and similar non-cash charges made against earnings amounted to approximately $893,000 during the first quarter of 1956 and $412,000 during the first quarter of 1956.

Mrs. Sudekum

(*Continued from page* 1)

revocation of a trust agreement under which 2,514 shares of Crescent stock are owned by her on the basis of the administration by the bank.

The complaint states that, as a result of this agreement two directors of the bank—Howell H. Campbell and G. Frank Cole, Jr., are serving as directors of Crescent. These, with two other directors of the bank representing other Crescent stockholders, have a "four out of seven" control of the Crescent board.

Says No Interest Is Paid

Complainant states that "the First American National Bank has on deposit at any one time from $750,000 to $1,000,000 of Crescent funds" and this is being used without payment of interest.

Mrs. Sudekum, in her plea, asserts that the bank has been using its Crescent stock control advantage in handling property and assets to its advantage, particularly in the matter of constructing for Crescent buildings to be used as branch headquarters for the banks.

The bank, through its attorneys, has categorically denied all the charges.

Bright Future

(*Continued from page* 1)

printing, he said, materially lessens the distracting color matching and the jerkiness of the three-strip setup.

During the question and answer period, Hazard E. Reeves, president, said he believes the exclusive contract with Stanley Warner, which is to run through next year, is already in default but there are legal problems to resolve. In answer to another question, he said Cinerama, Inc., does not operate their own theatres presently for legal reasons, also, but would like to and intends to do so as soon as possible.

Roach and Pathe Labs. Sign Three-Year Pact

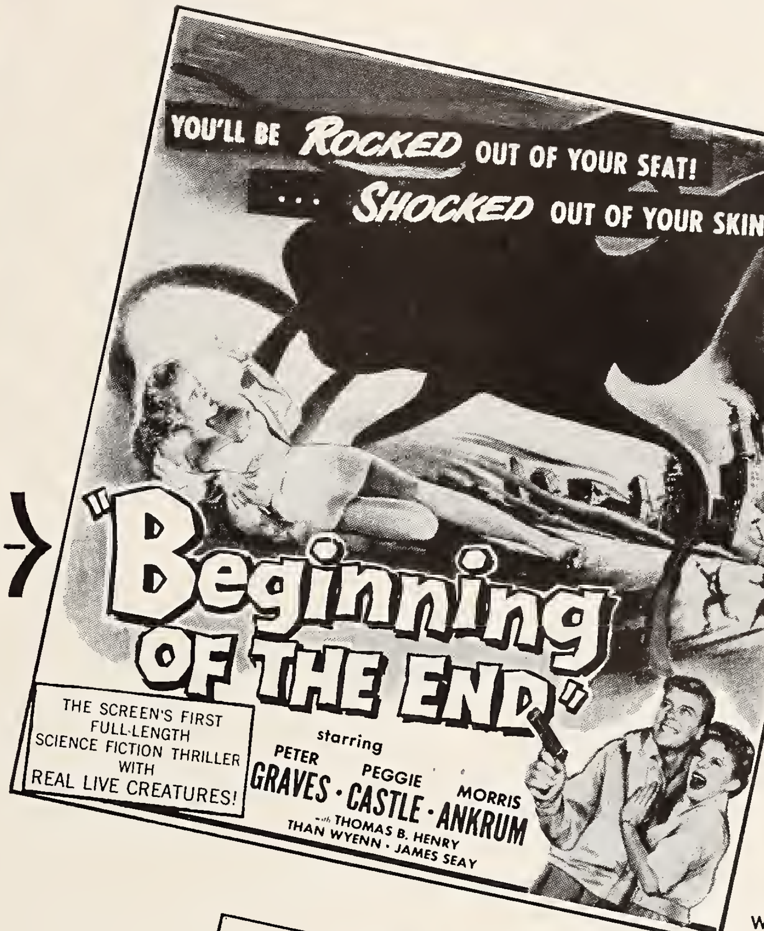
From THE DAILY Bureau

HOLLYWOOD, May 8—The signing of a major film processing contract between Pathe Laboratories and Hal Roach Studios, to run for three years and six months has been announced by both companies. The Roach firm today is one of the leading producers of television commercials.

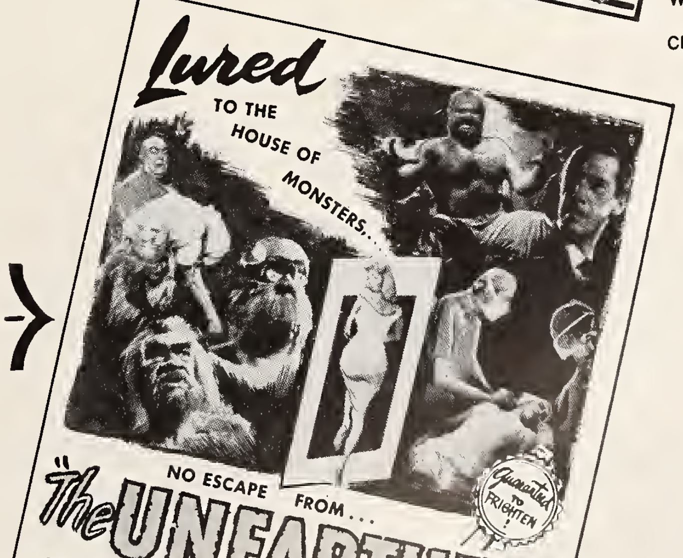
AB-PT PICTURES

★

THIS IS THE *Beginning*


YOU'LL BE ROCKED OUT OF YOUR SEAT!
... SHOCKED OUT OF YOUR SKIN!
"Beginning OF THE END"
THE SCREEN'S FIRST FULL-LENGTH SCIENCE FICTION THRILLER WITH REAL LIVE CREATURES!
starring
PETER GRAVES · PEGGIE CASTLE · MORRIS ANKRUM
with THOMAS B. HENRY
THAN WYENN · JAMES SEAY

80 THEATRE
SATURATION
WORLD PREMIERE
•
CHICAGO–ILLINOIS
INDIANA
TERRITORY
JUNE 19th


Lured
TO THE
HOUSE OF
MONSTERS...
NO ESCAPE FROM...
"The UNEARTHLY"
Guaranteed TO FRIGHTEN
starring JOHN CARRADINE · ALLISON HAYES

Made By SHOWMEN FOR SHOWGOERS!

BEFORE THE CAMERAS:
"YOUNG MOTHER" • "EIGHTEEN AND ANXIOUS"
IN PREPARATION:
"VOLCANO MONSTERS" • "TEN HOURS TO DOOM" • "JAZZ ALLEY"

Pesce Named

(Continued from page 1)

cording to an announcement made here today. The position pays $8,500 to $10,600.

Acting director since Sept. 1 last, the 38-year-old New Yorker has been associated with the division since September, 1952.

Pesce, who served in military censorship during the war and who later was an investigator for the New York City Welfare Department and a probation officer for the Domestic Relations Court, passed first in the test for assistant chief of the motion picture division.

Praised by Dr. Flick

Commenting on his advancement, Dr. Hugh M. Flick, executive assistant to State Education Commissioner James A. Allen, Jr., and head of the motion picture division from 1949-1955, said:

"Mr. Pesce brings to the directorship an unusual combination of sensitivity to critical problems and appreciation of divergent viewpoints. His administration has been closely watched by the Board of Regents and the Commissioner of Education. It has received high commendation for them."

A graduate of City College in New York, Pesce is married and the father of two children.

Domestic Films Bring 60% of Mexican Gross

Special to THE DAILY

MEXICO CITY, May 8. – Of the average 600 pictures released yearly in Mexico, only about 100 are Mexican-made, but the domestic films do better at the box office as they account for 60 per cent if the total gross, according to Eduardo Garduno, director general of the trade's own bank, the semi-official Banco Nacional Cinematografico.

"The Mexican cinematographic industry is of great economic importance to the country because it contributes to industrialization, stems the exodus of dollars and stimulates the influx of money," the banker said.

He claimed that the exhibition of Mexican pictures abroad yields Mexico about $7,000,000 yearly, and said that about $5,000,000 leaves this country annually to pay for imported films screened in Mexico.

Phila. House to Reopen

PHILADELPHIA, May 8 – The Carman Theatre, one of city's larger neighborhood houses, which has been closed since the beginning of the year, will be reopened on May 28 under new management–Z & R Amusement Co.–and with its old policy of stage shows in conjunction with feature films.

SEE OUTERSPACE MONSTER DEFY MODERN WEAPONS!
Not since King Kong has the screen seen anything like it!
20 MILLION MILES TO EARTH
from COLUMBIA of course!

Television Today

Say CBS Leads in Educational Films

CBS Television has become the largest non-governmental producer of educational films in the world, and is the only network offering continuing programs in this area, according to an announcement by Merle S. Jones, president of the CBS Television Network.

Jones cited programs on such CBS Television series as "See It Now," "You Are There," "The Search," "Air Power" and "Adventure." He said they are seen by an estimated five to six million viewers annually through private showings as 16 mm educational films. These showings are conducted by schools, libraries, civic, religious and industrial groups.

Sylvania Will Sponsor 'Real McCoys' on ABC

Sylvania Electric Products has signed a 52-week contract to sponsor "The Real McCoys," a new situation comedy series which will be broadcast on ABC Television on Thursdays starting October 3 at 8:30-9:00 p.m., EDT.

The program stars Walter Brennan, was created and is produced by Irving Pincus, with Norman Pincus as associate producer and Sheldon Leonard as director. The show is produced jointly by Brennan-Westgage Corporation and Marterto Productions.

Damone Show Slated

"The Vic Damone Show" will have its premiere on the CBS Television network Wednesday, July 3, 8:00-9:00 p.m. EDT, the company has announced. Lester Gottlieb will be executive producer, Lee Cooley producer and Byron Paul director. The show will feature the "Spellbinders," singing quintet.

WBC Buys Station

The purchase of WAAM television station in Baltimore, by Westinghouse Broadcasting Co., was announced jointly by Donald McGannon, president of Westinghouse, and Ben Cohen, president of WAAM, Inc. McGannon said the contract will require the approval of the management and board of Westinghouse Electric Corp., and of the Federal Communications Commission.

'Riley' to Lever

The Lever Brothers Company will sponsor "The Life of Riley," on NBC-TV, on alternate weeks starting Friday, June 14, it was announced by William R. Goodheart, Jr., vice-president, NBC Television network sales. Lever Brothers will sponsor a total of 33 programs.

Who's Where

Adolf N. Hult, a veteran network radio and television sales executive has been retained by RKO Teleradio Pictures, Inc. as a special consultant on national sales for the RKO Television Division.

□

Dominick Dunne has joined CBS Television as executive assistant on "Playhouse 90," which is produced by **Martin Manulis.** Dunne will function in a comprehensive capacity covering all aspects of the series.

□

Oliver Treyz, ABC vice-president in charge of the television network has been elected a director of the Better Business Bureau of New York City, for a three-year term.

□

Armand Grant has been appointed to the newly created post of ABC Television executive producer for daytime programs.

□

Patric Rastall has joined the CBS Television Network Sales-Chicago Department as an account executive. He formerly was with the American Broadcasting Co.

Realign 'Hit Parade'

"Your Hit Parade" will be sponsored over NBC-TV on alternate weeks by the American Tobacco Company and the Toni Company when the show returns to the network September 7, 10:30-11:00 p.m., EDT, it was announced by William R. Goodheart, Jr., vice-president of television network sales. Singers Jill Corey, Virginia Gibson, Tommy Leonetti and Alan Copeland and music director Don Walker will comprise the new cast of the show.

Buys Standard TV

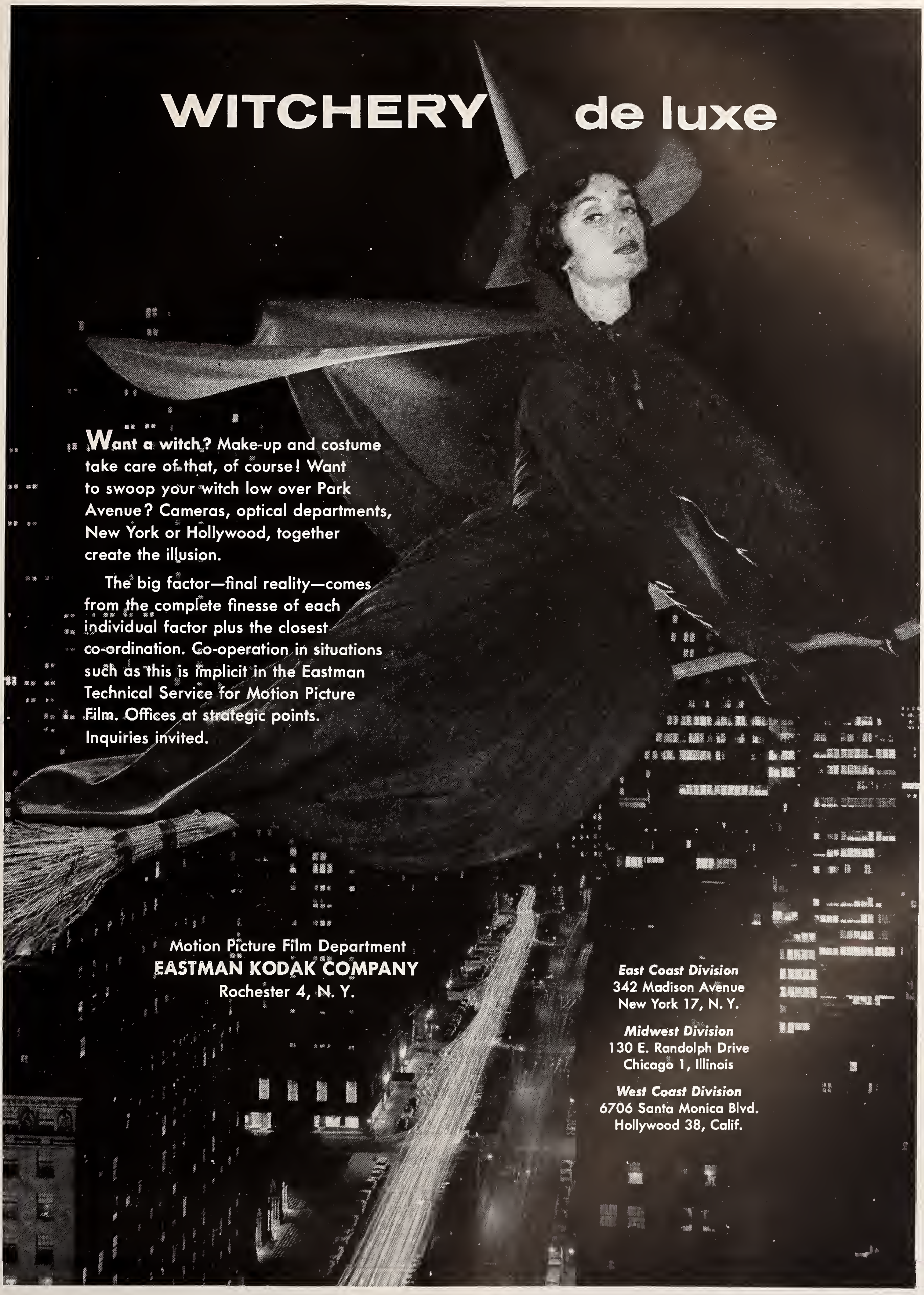
HOLLYWOOD, May 8–M. and A. Alexander Productions has purchased Standard Television, headed by Lawrence Berger, with the deal including 24 features, among them "Night in Casablanca," "Love Happy" and "Winterset." Standard Television assets have been moved from 321 Beverly Drive to the Alexander headquarters at 6040 Sunset Blvd.

WHEN YOU NEED A GOOD
SPECIAL TRAILER QUICK

● . . . and one that has SELL to it,
● SEND IT TO
● GOOD OLD DEPENDABLE . . .

Just say when you want it and YOU'LL HAVE IT!

1327 S. Wabash Chicago, Ill. FILMACK 630 Ninth Ave. New York City



WITCHERY de luxe

Want a witch? Make-up and costume take care of that, of course! Want to swoop your witch low over Park Avenue? Cameras, optical departments, New York or Hollywood, together create the illusion.

The big factor—final reality—comes from the complete finesse of each individual factor plus the closest co-ordination. Co-operation in situations such as this is implicit in the Eastman Technical Service for Motion Picture Film. Offices at strategic points. Inquiries invited.

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
130 E. Randolph Drive
Chicago 1, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

Trade Lauds

(Continued from page 1)

hibitor and his audience in motion picture entertainment."

Sol Schwartz, president of RKO Theatres, declared after the special showing yesterday that "Twentieth Century-Fox is now marked high with this fine achievement. The company has shown great courage and demonstrated its faith in exhibitors by this presentation."

Jack Harris, vice-president of Walter Reade Theatres and an executive of the Triangle Theatre Service, stated that "I can't wait until these pictures are delivered." He was referring to the list of 55 motion pictures discussed in the 112-minute feature.

'Terrific,' Says Brandt

Martin Levine, an executive with Brandt Theatres, declared that "this highly interesting presentation deserves the cooperation and backing of all exhibition." Louis Brandt, a director of Brandt Theatres, said that "The Big Show" was "terrific." It proves that there will always be a motion picture industry."

Sam Rinzler of Randforce Theatres Circuit, upon his exit from the Roxy Theatre, stated that "it was wonderful." Eugene Picker, vice-president of Loew's Theatres, who attended the showing with president Leopold Friedman, stated that "it was most impressive." Pen Gladstone, Century Theatres executive, stated "I feel much better about the future of the motion picture industry after seeing this."

Twentieth Century-Fox executives and starlets, in the outer lobby following the showing, were also enthused with the reaction from the audience. Another screening of "The Big Show" is scheduled for this morning, also at the Roxy, which will be attended by company stockholders.

Harrison Talk of Plans

Alex Harrison, general sales manager for 20th-Fox, who also turned actor for a role in "The Big Show," stated following the showing yesterday that his company's sales organizations in 39 U.S. and Canadian branches are dedicated to aiding every type of theatre to sell this 20th-Fox line-up of product.

'Big Show' Receives Good Support Around Country

Twentieth Century-Fox's "The Big Show" was also warmly received by exhibitors who saw it yesterday in Philadelphia, Boston, Chicago and Los Angeles, according to the motion picture company. The product feature will be shown in all key exchange cities.

A. R. Boyd and Elmer Herth of Boyd Theatres in Philadelphia, stated after yesterday's screening that this "is a very, very fine show. More companies and industries should do this." George Beattie of William Goldman Theatre Circuit in Pennsylvania said that "The Big Show" is "really, really big."

Inquiring Photographer

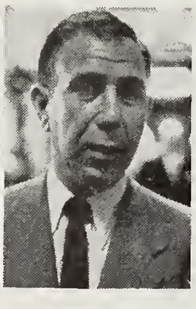
QUESTION:

What !s Your Opinion of 20th-Fox's "The Big Show"?

A. E. Bollengier

A. E. Bollengier, vice-president and treasurer of Magna Theatres Corp.: "More motion picture companies should give their customers a full report on their forthcoming product. This product feature is very helpful to exhibitors and it generates their interest in the pictures which are being prepared for their screens. It also builds up the interest of the public in motion pictures."

Edward Seider



Harold Klein

Edward Seider, Prudential Theatres executive: "The product feature is a wonderful thing for all exhibitors. It will build interest among theatremen and the public in the coming product. Everyone in exhibition now needs product."

Harold Klein, executive at J & J Theatres: "The CinemaScope product film is an inspirational thing. It augurs well for the future of the industry."

Sol Strausberg

Charles Smakwitz

Charles· Smakwitz, Stanley Warner zone manager in Newark: "It is a great job and the industry really needs it."

Sol Strausberg, president of Metropolitan Motion Picture Theatres Association: "This is what we need. I hope that all the motion picture companies will put out something along these lines to capture the public's attention to forthcoming films and the entertainment values they have."

Enthusiasm for 'Big Show'

(Continued from page 1)

that the huge investment represented in this increased schedule is evidence of its confidence in the ability of the theatres not only to survive but to prosper.

In its nearly two hours running time exhibitors, and the opinion makers, writers and others who saw "The Big Show" yesterday or will see it in its ensuing screenings in every key city in the U. S. and Canada, not only are shown trailer-type excerpts from productions either completed or in work, but are given the opportunity to hear from 20th Century-Fox's chief executives the reasons for the ambitious program, from producers the specific of their plans with close-ups of the properties and facilities that will bring them into being, and the sales and merchandising plans that will introduce them to the public and will arouse that want-to-see impulse.

The picture begins with introductory remarks by Spyros P. Skouras, 20th-Fox president, in which he sounds the keynote—action.

"We are resolved," Skouras says, "that we shall be master and not the slave of circumstances.

"We are hoping that this example will be followed by other producers and that Hollywood will unite its resources and creative talents to guarantee an ample supply of the finest films for every type of theatre and audience."

Buddy Adler, head of 20th-Fox production, takes over and acts as guide on a tour of the Westwood studio, referring to many of its outstanding productions on the way or planned, and introducing top producers who, themselves, describe their plans for the year or show footage from their productions already in being. Among the group are Darryl Zanuck, David O. Selznick, Jerry Wald, Henry Ginsberg and many others on the company roster.

Einfeld Outlines Advertising

The film switches back to the 20th-Fox home office, where Alex Harrison, head of domestic distribution, speaks of the company's desire to meet exhibitor requirements not only with quantity but also quality product. Charles Einfeld, head of advertising, publicity and exploitation, recounts the highlights of plans for promoting the new program, including star visits to every city of consequence in the nation.

Murray Silverstone, head of foreign distribution, appears in the prints of "The Big Show" to be exhibited abroad.

The film is of decided value to exhibitors. Informative, upbeat, exuding the confidence of its makers, it should give showmen valuable promotional ideas and material, not only for the 20th-Fox product, but for that of other companies and for the theatre as a community asset.

For those not of the industry who see it, it must carry a message of business virility, confidence and optimism from within that all too often of late is lacking in the motion picture messages that get through to the public.

Twentieth-Fox has performed another substantial service to its customers and the industry in making and exhibiting "The Big Show."

S. K.

UA Ships 7

(Continued from page 1)

ments, are "Apache," "Marty," "Summertime," "The Indian Fighter," and "The Barefoot Contessa." East Germany so far has only selected two UA releases—"Marty" and "Not As A Stranger."

On November 1, 1956, the board of directors of the Motion Picture Export Association approved a recommendation presented to them by president Eric Johnston to sell films produced by member companies to five countries behind the Iron Curtain The countries are East Germany, Poland, Czechoslavakia, Hungary and Rumania. These will be the first U.S sales to these countries since 1948.

Follows MPEA Pact

The deals for exhibition of the UA product were carried out in accordance with the agreement made by the MPEA member companies, in which UA reserved the right to make sales to Iron Curtain nations on its own, but in coordination and cooperation with the MPEA. Marc Spiegal MPEA overseas representative in Europe, has been conducting the negotiations with the Iron Curtain nations. Each company, including UA, is selling only five pictures in each country, a self-limitation.

While the UA executive declined to state what revenue UA would receive from the Polish and East German deals, Eric Johnston last November stated that the industry should receive in the first year approximately $500,000 in film revenue.

Three-Year License Period

Each member company of the MPEA has submitted a list of product for Iron Curtain sale with each film being bought in dollars and sold under the license for three years.

Russell Hardwick Dies

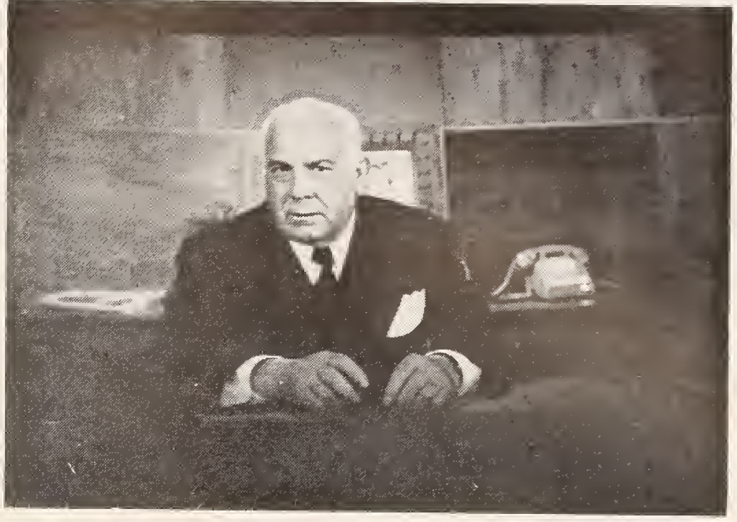
CLOVIS, N. M., May 8—Russell Hardwick, a member of the board of directors of New Mexico Theatre Association and a veteran exhibition leader, died here at the weekend.

The Audience and The Show at The Roxy

By FLOYD E. STONE

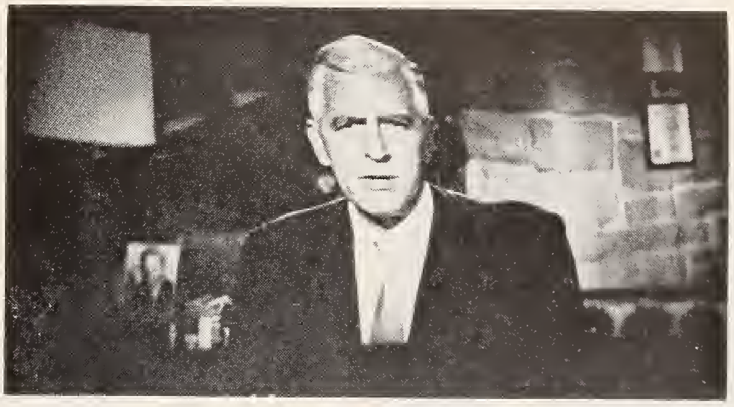
FAITH AND A GOOD FIGHT, and quantity and quality, all these things were pledged and put in evidence yesterday at the Roxy Theatre screening to which came virtually everyone in this industry, from home office to managers' office. Ninety minutes later, and certainly after being "sold" that 20th-Fox is doing its historical best, the industry's men and women walked out, impressed.

THE ROXY THEATRE
Welcomes
MEMBERS OF THE PRESS
MOTION PICTURE EXHIBITORS
AND GUESTS
To a Complete Feature Length Attraction Depicting
THE FORWARD MARCH OF 20th CENTURY FOX
THE BIG SHOW
CINEMASCOPE



PRESIDENT Spyros P. Skouras, above, led the array of executives.

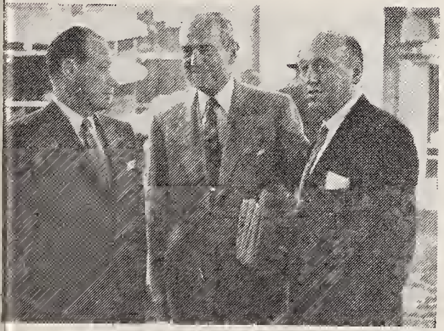
On The Screen



PRODUCTION CHIEF Buddy Adler.

Darryl F. Zanuck, above; and David O. Selznick, below.

and at the Theatre



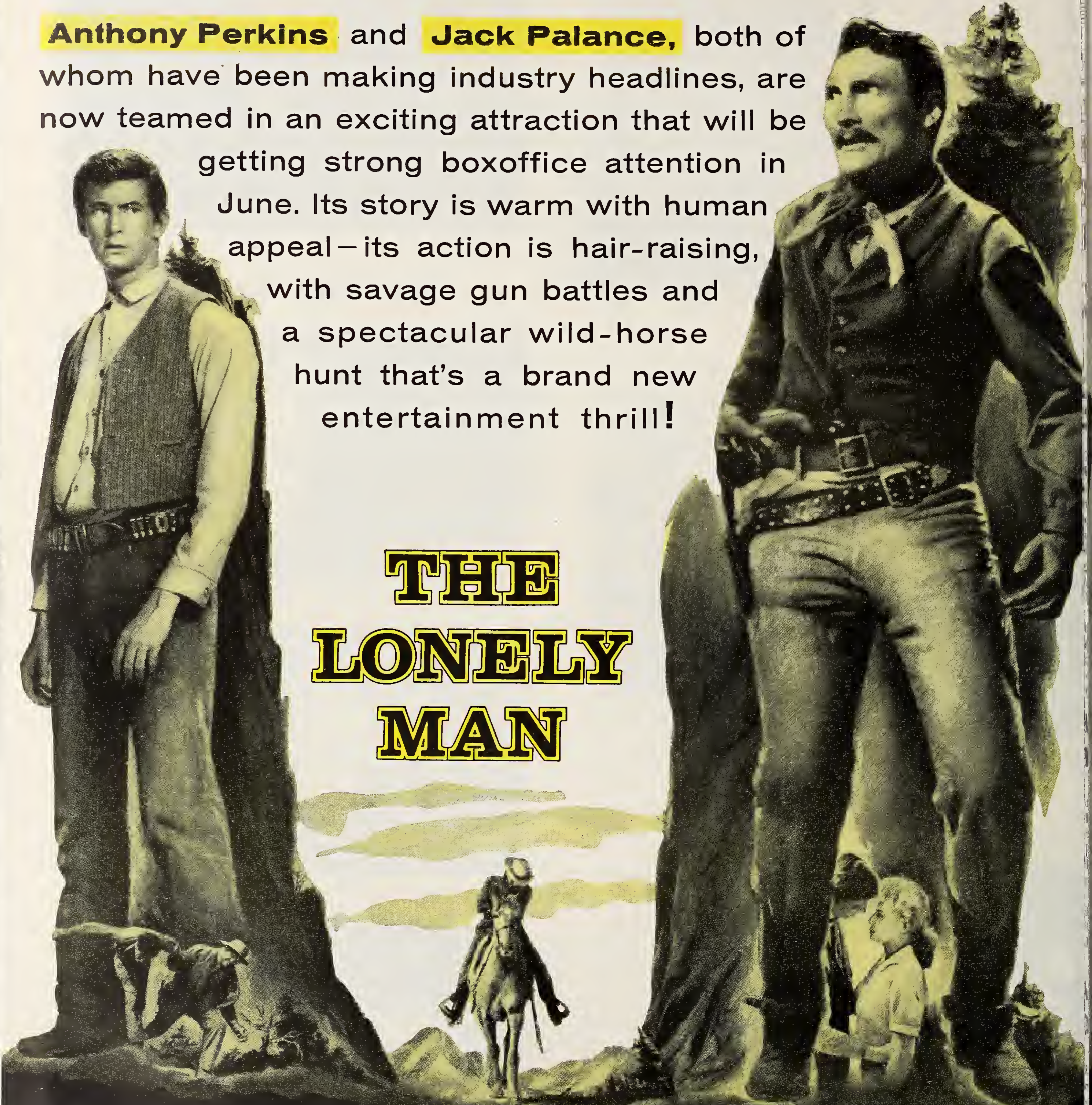
Glenn Norris and Martin Moskowitz of 20th-Fox with Ned E. Depinet, center.

Max Fellerman, of Lopert.

Nunnally Johnson, Joanne Woodward, and Lee Cobb, below.

TWO OF TODAY'S MOST PUBLICIZED PERSONALITIES IN AN OUTDOOR DRAMA THAT'S BIG BOXOFFICE . . . !

Anthony Perkins and **Jack Palance,** both of whom have been making industry headlines, are now teamed in an exciting attraction that will be getting strong boxoffice attention in June. Its story is warm with human appeal—its action is hair-raising, with savage gun battles and a spectacular wild-horse hunt that's a brand new entertainment thrill!



THE LONELY MAN

Starring

JACK PALANCE · ANTHONY PERKINS

NEVILLE BRAND · ROBERT MIDDLETON and introducing ELAINE AIKEN

Produced by Pat Duggan · Directed by Henry Levin · Written by Harry Essex and Robert Smith · A Paramount Picture

VISTAVISION

MOTION PICTURE HIGH-FIDELITY

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 81, NO. 91 NEW YORK, U.S.A., FRIDAY, MAY 10, 1957 TEN CENTS

Likely Next Month

House Group Plans Consent Decree Study

Celler Unit's Action May Include Paramount Case

From THE DAILY Bureau

WASHINGTON, May 9—A House Judiciary Subcommittee may take a look next month into the Justice Department's enforcement of the Paramount case consent decrees.

The subcommittee, headed by Rep. Celler (D., N. Y.), is starting late this month or early next a full-scale investigation of the way the department is policing major anti-trust consent judgments. Celler has indicated privately that one decree certain to be studied is the one that ended the government's anti-trust suit against American Telephone and Telegraph Co. and Western Electric.

As to whether the Paramount decrees will be up for study, Celler and his aides only say that "sooner or later we'll probably take a look at each of the major decrees of recent years."

Honorary Committee Set For Montague Dinner

The honorary committee for the testimonial dinner which the Will Rogers Memorial Hospital will give for its president, A. Montague, on June 19, was announced yesterday by Harry Brandt, general chairman of the affair.

The committee includes Barney Balaban, Steve Broidy, Harry Cohn, Paul Cunningham, Emanuel Frisch, Leonard A. Goldenson, Samuel Gold-

(*Continued on page* 4)

MPA to Meet May 2 On Business Building

The board of directors of the Motion Picture Association of America will meet here on May 22 to hear a report from its business building co-ordinating committee, headed by Spyros P. Skouras, and a presentation from the advertising and publicity di-

(*Continued on page* 5)

Compo Meet Likely for Week of June 10 Here

A meeting of the COMPO executive committee, first in many months, appears likely to be held here during the week of June 10. The committee's agenda, still incomplete, is expected to include consideration of the Federal admission tax reduction effort; the industry business building program and COMPO's participation in it; new COMPO activities and the consideration of Allied States' conditions for resuming membership.

Members of the executive committee were asked to express a preference for a meeting date on either June 3 or June 10, with responses now indicating the earlier date is unacceptable to many.

ABPT Pictures Sets 3 Goals

From THE DAILY Bureau

CHICAGO, May 9—A three-fold aim of the newly formed AB-PT Pictures Corp. was presented in detail today by Irving H. Levin, president of the wholly-owned production subsidiary of American Broadcasting-Paramount Theatres, Inc., to approximately 100 executives from all states in the union.

To produce good quality commercial films, with box office results, is first of the three basic aims, said Levin. Secondly, to discover and de-

(*Continued on page* 2)

Arthur Informs MPAA

SCTOA Won't Attend Arbitration Meeting

Sees 'Nothing to Be Gained' Without Inclusion of Film Rentals in System

By WILLIAM R. WEAVER

HOLLYWOOD, May 9—Southern California Theatre Owners Association has notified the Motion Picture Association of America that it will not take part in the industry arbitration conferences which will start in New York on Monday, it was announced by SCTOA board chairman Harry C. Arthur, Jr.

Harry C. Arthur

Arthur, in a letter to A. Montague, chairman of the distribution arbitration steering committee, stated that "regarding the meeting called for May 13 for the purpose of exploring the possibility of arriving at an arbitration plan for the industry, it was decided by the board of directors of our association that it will be futile to try to work out an arbitration system that did not embrace all complaints that

(*Continued on page* 4)

New Idea In Trailers Launched for 'St. Joan'

A new idea in trailers—one which presents a series of five three-minute subjects and a concluding trailer of 20 minutes at a price to the exhibitor ordinarily paid for a single standard trailer—was shown to the trade press yesterday by United Artists and National Screen Service.

The trailers were made in the course of production of Otto Preminger's "Saint Joan," which U.A. will distribute, and N.S.S. will distribute the trailers.

George Dembow, National Screen president, disclosed that this is the first time his company ever has handled more than one basic trailer for the same picture. He said the idea for them was Preminger's and after

(*Continued on page* 2)

REVIEW:

Desk Set

20th Century-Fox—CinemaScope

HOLLYWOOD, May 9

AUDIENCES looking for several hours of easily enjoyed entertainment will be drawn to this beautifully produced and acted comedy with romantic overtones in the modern manner, and will be well pleased with what they find. For this film version of the successful Broadway play by William Marchant, starring Spencer Tracy and Katharine Hepburn, is a delightful diversion, generously supplying smiles and chuckles throughout its length, and good humouredly spoofing the ultra modern machine age as it proceeds.

In CinemaScope and color by De Luxe, handsomely staged and plentifully equipped with talented players in support of the stars and

(*Continued on page* 5)

Demand for TV Quality Called Aid to Theatres

Special to THE DAILY

DETROIT, May 9—A demand by television viewers for better program quality—a demand which apparently has not been fully met—has resulted in a situation where during the past three weeks 26 per cent of American TV sets have been turned off for at least part of the evening.

This view, expressed here today

(*Continued on page* 5)

Television Today Page 4

PERSONAL MENTION

JOSEPH H. MOSKOWITZ, 20th Century-Fox vice-president, left New York yesterday for London via B.O.A.C.

•

ALFRED E. DAFF, Universal Pictures executive vice-president, left here yesterday for Italy.

•

HENRY GORDON, Paramount division manager for Latin America, will leave New York by plane tomorrow for a tour of the South American offices.

•

ROBERT W. COYNE, special counsel for the Council of Motion Picture Organizations, is in Washington from here.

•

EDWARD L. HYMAN, vice-president of American Broadcasting - Paramount Theatres, with BERNARD LEVY and AL SICIGNANO, is in Minneapolis from New York.

•

JOHN FORD, producer-director, will leave here today for Europe aboard the "Liberte."

•

HAROLD MIRISCH, Allied Artists vice - president, will arrive in New York at the weekend from Hollywood.

•

HUGH OWEN, Paramount's Eastern sales head, will return to New York today from Albany.

Exhibitors of Montana Name Clarence Golder

Special to THE DAILY

GREAT FALLS, Mont., May 9—Clarence Golder, of this city, today was elected president of Montana Theatres Association at the annual convention of the organization. He succeeds Tom Grady, of Shelby. Finis Lewis was named vice-president and Chris Gorder secretary-treasurer.

A comprehensive analysis of Telemovies was presented by Carl E. Anderson, vice-president of Theatre Owners of America, who urged the 120 delegates present not to "be panicked" regarding the new medium, but rather to look to the future and be ever alert to new developments in the motion picture field.

George Roscoe, field representative of the TOA, was heard, as was Robert W. Selig, president of Intermountain Theatres.

The report of a taxation committee, chairmanned by Golder, urged a campaign for the elimination of all theatre taxes in Montana.

'Saint Joan'

(*Continued from page* 1)

having seen them, N.S.S. decided it was time for a change.

"This is a showmanly departure in selling a picture," Dembow said. "It is a departure for United Artists, for National Screen Service and it should be for exhibitors." The best place to sell pictures, he continued, is in theatres and on their screens. The new trailers for "Saint Joan" are tailored precisely for that job.

Dembow said U. A. and Preminger are taking care of the extra footage cost which makes possible the delivery of six trailers, including a 20-minute subject on the several stages of producing the picture, for the price of one standard trailer.

Praised by Roger Lewis

Roger Lewis, U. A. advertising-publicity director, described the production of the trailers as another phase of the promotion ideas for "Saint Joan" inaugurated by Preminger with the world-wide search for an unknown actress to play the title role.

The six trailers are individually titled "The Making of a Movie." Distribution will begin next week.

Each of the three-minute films presents a star of "Saint Joan" discussing various aspects of the production, followed by illustrative footage from the UA release. Behind-the-scenes views include actual rehearsals, make-up, costume preparation and introduction to the audience of the principal members of the cast.

The 20-minute trailer is a recording of every major phase of "Saint Joan," from planning to final editing. It includes the search for a newcomer to play the title role, the actual audition which won the part for 18-year-old Jean Seberg, construction of sets and props, first readings by the stars, photographing studio and location scenes, and cutting and scoring.

Footage Totals 3,100 Feet

The six trailers comprise approximately 3,100 feet of film. They are edited from tens of thousands of feet of negative shot by a special crew assigned exclusively to photograph the making of "Saint Joan" from start to finish.

To obtain maximum benefit from this pioneering series of trailers, United Artists is suggesting three basic plans for exhibition. The six-week plan involves running a three-minute film on each of five successive weeks, followed by the showing of the 20-minute film as a featurette on the final week before playdate. Houses with a split-week policy are advised to follow the same pattern over a three-week period. The third plan is to combine two trailers in each program for three weeks of advance selling.

Say Industry People Working Abroad Should Report Money

From THE DAILY Bureau

WASHINGTON, May 9 – The House Ways and Means Committee said today that money earned by film stars and others working overseas should at least be reported to the government, even though remaining tax-free.

Right now, U.S. citizens abroad for 17 out of 18 months have an income tax exclusion of up to $20,000 a year. They need not even report this to the government. The committee today, in the course of voting on a technical tax bill, included a provision to make this a deduction instead of an exclusion. This means the money is reported as income, then deducted from taxable income.

New Assault on USIA Launched by Castle

WASHINGTON, May 9. – Former documentary film producer Eugene W. Castle continued his assault on the U. S. Information Agency today.

He told a Senate Appropriations Subcommittee the agency should be abolished or at the very least have its appropriations cut to $55,000,000, instead of the $135,000,000 it is seeking.

The agency is already having trouble convincing the subcommittee of its needs. Chairman Johnson (D., Tex.) said yesterday during lengthy questioning of U.S.I.9. Chief Larson that the agency had yet to justify its requests.

National Film Carriers Elects Officers Here

National Film Carriers, Inc. held it annual election of officers at the Roosevelt Hotel here yesterday, concluding a two-day meeting of the board. Named president was Raymond Trampe, Milwaukee; vice-president, Milton Wycoff, Salt Lake City; secretary, Ira S. Stevens, New York; and treasurer, George Callahan, Pittsburgh.

In addition the entire board of governors was reelected with Ed Hunter of Los Angeles named to fill the one existing vacancy.

Wood Is 'Marjorie'

HOLLYWOOD, May 9 – Natalie Wood, Warner Bros.' contract player, was today signed to play the leading role in the company's production of "Marjorie Morningstar," based on the novel by Herman Wouk, it was announced by Jack Warner, WB president. The selection of Miss Wood followed an intensive studio talent search lasting more than 18 months.

ABPT Pictures

(*Continued from page* 1)

velop new talent, actors, writers, directors and producers. Third, but most important, he added, is to build the production company into a very profitable operation, eventually establishing it as a most important and prominent factor in the industry.

"Shortage of product," declared Levin, is the basic reason for going into production, and we anticipate making good quality product."

Dual Premiere on June 19

Reporting on company's progress from its standing start December 30, 1956, Levin cited two features already completed, "Beginning of the End," a science-fiction film, and "The Unearthly," which will have a combined world premiere at the B & K Roosevelt Theatre on June 19.

Levin stated that in many cases pictures may be booked as combination package.

Five upcoming pictures announced are "Party Mother," "Eighteen and Anxious," "Ten Hours to Doom," "Volcano Monsters" and "Atomic Submarine."

Large overhead is to be eliminated by strategic use of the Republic Pictures production lot. It is expected that the name of a distributor will be announced within 10 days.

Aided by Three Officials

Joining Levin in outlining the story were Sidney M. Markley, vice-president of American Broadcasting-Paramount Theatres; Jerry Zigmond, chairman of the Exhibitors Advisory Committee, and Harry L. Mandell, vice-president of AB-PT Pictures.

Levin will meet tomorrow with an advisory group staffed also by Louis Finske, Florida State Theatres; Morris Hadaway, Wilby-Kinsey Theatres; Raymond Willie, Interstate Theatres; Dave Wallerstein, president, Balaban & Katz, and Henry Plitt, head of Paramount Gulf Theatres.

Eugene Handel, 76

Funeral services will be held at Schwartz Brothers Memorial Chapel in the Bronx at 2 PM today for Eugene Handel, 76, father of Charles Handel, Paramount Pictures publicist, and Ben Handel, roto editor of the New York Daily News. '

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
AUDREY HEPBURN • FRED ASTAIRE
in
"FUNNY FACE"
co-starring KAY THOMPSON
A Paramount Picture
and THE MUSIC HALL'S GREAT EASTER STAGE SHOW

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Charges U. S. Film Decline

Special to THE DAILY

GLENEAGLES, Scotland, May 7 (By Air Mail).—The main source of film production will move from Hollywood, according to John Davis, managing director of the Rank Organization.

Speaking at the CEA summer conference here today, Davis said that the trend of production in the U.S. over the last year or so "has shown a material change aggravated by financial battles for control of some of the great corporations. We have seen them get into financial difficulties. We have seen one or two of them go permanently out of business" He wonders if these will be replaced by others with a more enlightened production approach to fit into 1957 conditions

Sees Shortage Extended

"In my view," he added, "we are going to be faced with an American product shortage for some considerable time, if not for good"

He contended that a strong production industry will be permanently developed in Britain, "with an eye on both the domestic and world markets. Entertainment supply will become more and more on a global basis, and if our producers grab the opportunity British production will play an increasingly important part in the world."

Urges a 'Common Market'

He said the issue of the European Common Market must be developed and that it will be in the long term interests of this country. "From a producer's point of view it will give the opportunity of securing a basic market of a size comparable with that of the American domestic market," he said and added that this development will create another situation —a quota for films, not only British, but all European films covering the countries of the European Common Market. "Let us be under no delusion," he said, "reciprocating quotas must be granted in the Common Market countries for British films."

New S. C. Censor Bill Drawn Up in House

Special to THE DAILY

COLUMBIA, S. C., May 9—The House Judiciary committee here drew up a bill that would prohibit the showing of "obscene, indecent, improper and immoral" motion pictures in South Carolina. The measure amends the present law which bans written matter but no films.

The bill is being offered in lieu of one introduced by Rep. Hart of Union. Hart's proposal would have banned the showing of "Island in the Sun." Committee chairman Rep. McNair of Allendale said the committee opposed the bill because it tended to place the state in a "censor" role.

REVIEW:

Gunfight at the O.K. Corral

Hal Wallis-Paramount—VistaVision

Men with stars on their chests and notches in their guns, tangling with a rawhide-tough gang of outlaws in one of the bloodiest gun battles in Western history, is the basis for Hal Wallis's production of "Gunfight at the O.K. Corral," a film which is Grade A entertainment. Ranking on a par with such other Western outdoor action melodramas as "My Darling Clementine," "Red River," "Stagecoach," and "Shane," this Paramount VistaVision presentation is loaded with all of the ingredients which make for top box office. There are plenty of action, excitement generated by considerable shooting, and a mounting mood of suspense and tension, which endows this attraction with raw-boned integrity too seldom noted out of Hollywood.

A top-notch cast headed by such box office names as Burt Lancaster, Kirk Douglas, Jo Van Fleet, John Ireland and Rhonda Fleming, all turning in a superior grade of performance, tend to make this motion picture one which will have audiences in all types of theatres sit up and enjoy themselves immensely. Added inherent values in "Gunfight at the O.K. Corral" is the magnificent photographic composition so breathtakingly caught by the VistaVision and color by Technicolor cameras which panoramically sweep the Arizona countryside where the picture was made. It is tremendous in scope and comes across the screen with impact, as this story about the men who brought justice in the roaring 1870's along the frontiers of the Old West is unfolded.

Lancaster portrays the lean, gun-handy Wyatt Earp, marshal of Dodge City, most feared and respected of all lawmen in the West. Douglas is superior as Doc Holliday, the ex-dentist turned badman, who learns a new respect for the law through Earp. He is lean, deadly and pretty sick, but still loved by his woman-friend, Miss Van Fleet, who is constantly arguing and fighting with him relentlessly. Ireland portrays one of the gun-slinging bad men in Western history, and Miss Fleming, voluptuous and beautiful to look at, is cast as the lady gambler who at first resists Earp, but later is the one able to argue him into quitting his hazardous life of marshal for one of marriage to her.

The screen comes alive with exciting action in the fore of this picture when an attempt is made to kill Douglas, but the plan is foiled by Lancaster. Out of this situation comes a strange relationship between the two men and, eventually a lasting friendship which reaches its peak in Tombstone, where the famed Earp brothers and Holliday wipe out the Clanton gang at the O.K. Corral in a personal vendetta. Interwoven throughout the picture are other exciting episodes and romantic interludes—between Lancaster and Miss Fleming, who bitterly part over the upcoming battle with the Clantons, and between Douglas and Miss Van Fleet, a product of the dancehalls well acquainted with violence and gunplay.

To some youngsters, Lancaster's portrayal of Wyatt Earp may be a disappointing thing for the actor in his role here has "vices" despite being called "preacher," at times. Lancaster, here, smokes cigars, takes an occasional drink, and "clinches" with his girl. Since youngsters are well aware of the popularity of Wyatt Earp as a television Western hero, who neither drinks, smokes or kisses women, this disappointment may arise.

Featured also in this exciting film are Lyle Bettger as the bitter and dangerous Ike Clanton and Frank Faylan as the sheriff, who is not up to his job. John Hidson, DeForest Kelley and Martin Milner are cast as the other Earp brothers. This motion picture was produced by Hal Wallis and directed by John Sturges from a screenplay written by Leon Uris. The story was suggested by an article by George Scullin.

Running time, 122 minutes. General classification. Release, in May.

Lester Dinoff

Preview 'Money' Here

The Sutton Theatre here held a sneak preview last night of J. Arthur Rank's "Value for Money," starring John Gregson and Diana Dors. Director Ken Annakin attended the screening as well as a dinner beforehand for the trade press.

Katie Johnson, 78

LONDON, May 9—Katie Johnson, 78, British motion picture actress, died here early this week. Miss Johnson, who won recognition for her role in "The Ladykillers," was honored in 1955 as the best actress by the British Film Academy.

. . . NEWS ROUNDUP

'St. Joan' Premieres Sunday

President Rene Coty of France will head the notables attending the world premiere in Paris of Otto Preminger's "Saint Joan" at the Paris Opera on Sunday. United Artists, distributor of the film, will give all opening night proceeds to the French Polio Foundation.

■

'Griffith Day' May 31

Gov. Luther Hodges of North Carolina has designated May 31 as "Andy Griffith Day" throughout his state in honor of the Mt Airy, N. C., native who makes his motion picture debut as the star of "A Face in the Crowd." The Warner Bros. release will have its world premiere May 28 in New York, Chicago and Hollywood.

■

Make 16mm 'Carnegie Story'

Ted Eshbaugh Studios, Inc, of New York has just completed a 16mm, 40-minute color film entitled, "The Dale Carnegie Story," for Dale Carnegie & Associates, Inc. The film will soon be released internationally

■

Vogel Sees 'Raintree' Preview

Joseph R. Vogel, president of Loew's Inc., is now at the M-G-M studios in Culver City. He attended a special preview of "Raintree County" Tuesday night. Vogel is expected to remain at the studio for another week, and on his return to New York final decisions for premiere engagements on "Raintree County" will be made.

Find Pictures Getting Better Technically

Special to THE DAILY

BUFFALO, May 9 — Pictures are getting better, technically at least, according to William H. Ingram, Rochester, manager of the Schine Theatres circuit projection service department, who was one of the principal speakers this week at the New York State Assn. of Motion Picture Projectionists in Geneva, N. Y.

Attending the Geneva meeting were 60 delegates representing locals from Long Island to the Niagara frontier, aggregating over 4,000 members.

Others who addressed the gathering were Thomas Mulroy, sales manager, and engineer, L. E. Carpenter and Co. New York; H. H. Schroeder and Don Peterson, Bausch and Lomb Optical Co., Rochester; and William Borberg, chief engineer, General Precision Laboratories, Pleasantville.

A boon to motion picture projectionists, according to Ingram, will be the newly discovered curved aperature, which artifically buckles the film that passes the lenses.

SCTOA Won't Be at N.Y. Meet

(*Continued from page* 1)

might be registered by both distribution and exhibition.

"While we are fully cognizant of the many difficulties surrounding the actual arbitration of film rentals, we however feel that nothing constructive will be gained unless trade practices and sales policies are included in the discussions pertaining to any arbitration system for the industry," the SCTOA head stated.

Had Requested Agenda

SCTOA, upon receiving notification from both Theatre Owners of America and Allied States Association early last month that a meeting on arbitration had been scheduled, requested the MPAA to supply an agenda for the arbitration and conciliation talks.

"We asked for the agenda, but the MPAA could not supply it to us," Arthur stated. "Any arbitration and conciliation plan which the MPAA works out with TOA, Allied and other participating exhibitor organizations will be watered down and worthless since trade practices and sales policies are excluded," he stated.

"Such an arbitration plan will serve no purpose. It purports to give exhibitors a sense of security which we won't have at all," Arthur declared.

Cites Product Shortage

Commenting on current business conditions in his theatres which are located in the St. Louis area and also throughout Southern California, Arthur said that "business has been about the same now as it was last year. There is a shortage of top pictures now which prevails, not just now, but at all times of the year."

IT'S A HIT! in Philly

TICKETS
S.R.O.

BUT...will it be a hit in your house?

It went over big in the Quaker City... but before any show can be a success in *your* house, your equipment must be in condition to roll it perfectly. *Any* show can be a *better* show when equipment performs properly. That's where RCA Theatre Service comes in.

Protect your *equipment and picture investment* with RCA Theatre Service. RCA engineers have an average of 13 years of servicing experience. Let them keep your equipment operating in top-notch condition.

It will pay you to write *now* for complete information!

Technical Products Department
RCA SERVICE COMPANY, INC.
RCA
A Radio Corporation of America Subsidiary
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Tmk(s) ®

Exhibitors Arriving in N.Y. For Arbitration Conferences

Exhibitor leaders from all parts of the country will start arriving in New York today and over the weekend in preparation for the start of the industry talks on formulating an industry arbitration and conciliation system as recommended by the Senate Small Business.

The industry talks will commence Monday morning at 10:30 A.M. at the Motion Picture Association of America's board room here. They are expected to run for three days, until next Wednesday.

Honorary Committee

(*Continued from page* 1)

wyn, Julius M. Gordon, Carl Haverlin, Eric Johnston, Arthur B. Krim, Robert J. O'Donnell, Walter Pidgeon, Milton Rackmil, Herman Robbins, George P. Skouras, Spyros P. Skouras, Ernest Stellings, Joseph R. Vogel, Richard F. Walsh, Jack M. Warner and Herbert J. Yates.

The dinner, to be held at the Waldorf-Astoria Hotel here, is scheduled as a tribute to the leadership of Montague, who is vice president and general sales manager of Columbia Pictures. The testimonial will be the first such event ever staged by the hospital, which is supported by the entire entertainment industry.

N. Y. Board Meets; Tax Not on Agenda

The board of estimate of the City of New York met here yesterday to discuss a varied agenda which did not include Mayor Robert F. Wagner's special citizen committee report on the effect of the five per cent amusement tax on theatres. The report, prepared by the three-man citizen committees, was reported as completed two weeks ago by a city official and scheduled for discussion at yesterday's board of estimate meeting.

No date was set for discussion on the report, city official said here yesterday.

Television Today

Report Mills Offered FCC Appointment

From THE DAILY Bureau

WASHINGTON, May 9 – Edward K. Mills, Jr., deputy administrator of the General Services Administration, has reportedly been offered appointment to the Federal Communications Commission.

Mills would be named to replace chairman George C. McConnaughey, who has decided not to seek reappointment after his term ends June 30. Indications are that Mills would replace McConnaughey as a member of the commission, but not as chairman, that honor going to one of the present board members, probably commissioner John C. Doerfer or Robert E. Lee.

To Honor Goldenson At ABC Ceremonies

Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, Inc., will be guest of honor Thursday, when the American Broadcasting Company and Station WBKB, the network's owned and operated Chicago television station, officially dedicate their new Chicago facilities. Chicago Mayor Richard J. Daley will also be guest at the evening ceremonies held in the company's new "Loop" headquarters.

Others participating in the opening day festivities will be David B. Wallerstein, president of Balaban & Katz Corp. Frank Marx, ABC vice-president in charge of engineering and general services; Arch Trebow, director of construction of B & K (owners of the building in which the network and station make their new home); Sterling C. Quinlan, vice-president in charge of WBKB; Mathew Vieracker, general manager of WBKB, and William Kusack, chief engineer for the station.

Canada Firm Joins In 'Annie' Film Series

Lever Brothers of Canada and Normandie Productions, Ltd., will co-produce "Tugboat Annie," new half-hour television film series starring Minerva Urecal and Walter Sande. This is the first time a Canadian advertiser has thus participated in a TV film series.

"Tugboat Annie" will be distributed in the United States and elsewhere, other than Canada, by Television Programs of America, Inc. Filming will start in June in Toronto.

Signs for Mason Show

Purex Corporation has signed for full - hour, alternate weeks sponsorship of CBS Television's new dramatic-mystery series, "Perry Mason," starting Sept. 21.

CBS Quarter Net Up 32 %

Consolidated net income of Columbia Broadcasting System, Inc., for the first quarter of 1957 was $5,907,323, compared with $4,462,783 earned in the comparable period of 1956, it was reported at the board of directors meeting this week by William S. Paley, chairman. This is an increase of 32.4 per cent.

The current earnings are equivalent to 77 cents per share, as compared to 60 cents per share earned last year. Per share earnings are calculated on the average number of shares, 7,651,446 in 1957 and 7,485,837 in 1956, outstanding during the respective three month periods.

New revenues and sales for the quarter totaled $95,946,932, as compared with $88,406,663 for the corresponding period last year. This represents an increase of 8.5 per cent.

Paley said the strengthening on the profit side was due in part to the liquidation last summer of the CBS-Columbia Division, the company's radio and television receiver manufacturing unit, which had been unprofitable in recent years.

Linkletter Will Film 'Delinquent' Premiere

Special to THE DAILY

HOLLYWOOD, May 9.—Art Linkletter will send a complete camera and sound crew from his CBS Television show to Palm Springs, Calif., the weekend of May 24 to record Jerry Lewis' activities in connection with the invitational press premiere of "The Delicate Delinquent," according to Paramount Pictures.

The camera unit will cover all of the events planned for the three-day junket, including the premiere at the Village Theatre, proceeds of which will go to the Palm Springs Community Chest. Jack Linkletter will emcee the special film footage for his vacationing father.

Sign for 'Thin Man'

Peter Lawford and Phyllis Kirk have been signed for the roles of Nick and Nora Charles in the projected M-G-M television series based on "The Thin Man" films, it was announced by Charles C. Barry, head of M-G-M's TV division. The studio plans to get the first of the half-hour mysteries under way May 27.

Two Renew 'People'

NBC-TV's "People Are Funny" has been renewed by the R. J. Reynolds Tobacco Company and the Toni Company, alternate-week sponsors, for 52 weeks. Reynolds' renewal is effective September 14 and the Toni Company's September 21.

Desk Set

(CONTINUED FROM PAGE 1)

co-stars, Gig Young and Joan Blondell, it is an offering of considerable class that should give a very nice account of itself at the boxoffice.

Miss Hepburn and her assistants, played by Miss Blondell, and newcomers, Dina Merrill and Sue Randall, have been efficiently handling the affairs of the research department in the home office of a large network broadcasting company up to the time that Tracy puts in an appearance, unannounced and without explanation, and proceeds to appraise the department with the impersonal air of a man unmistakably intent on introducing some changes. His interest in their department and his attentions to it remain clothed in mystery.

Gig Young, as one of the network's younger executives, is the object of Miss Hepburn's romantic yearnings but is only superficially interested in her. Miss Hepburn's office associates advise her to play hard-to-get to sharpen Young's interest, and her continuing office contacts with Tracy ripen into friendship and afford her the opportunity to follow that advice. One night, seeing her home from the office, they are caught in a rain storm and Tracy accepts her invitation to come in and dry off and remain for dinner. Young unexpectedly appears on the scene and his jealousy is aroused when he finds Tracy comfortable in a bathrobe that Miss Hepburn had just purchased as a Christmas gift for Young.

LATER, THE ANNUAL Christmas office party gets off to a slow start with the girls in the research department still apprehensive about what's going to happen to their department and themselves. As the holiday liquor flows things liven up, with both Young and Tracy making romantic approaches to Miss Hepburn. Young tells her he's been made vice-president in charge of West Coast operations and wants her to leave with him and be married in the West. She demurs and Young departs believing Tracy responsible for her indecision. Toward the close of the party the girls learn that a machine Tracy has invented which will answer questions fed into it is to be installed in the research department. They believe their usefulness, and their jobs, are ended.

In a hilarious conclusion everyone in the network organization receives a discharge notice through an error by a business machine Tracy had installed in the payroll department. Simultaneously, the research department girls stop answering phones with incoming questions and when Tracy and his assistant, Neva Patterson, try answering the phones, taking the questions and feeding them to the machine, confusion reigns, the machine goes berserk and the individual triumphs. But Tracy manages to divide his affections long enough to propose to Hepburn and be accepted, and repair his answer machine with one of her hairpins.

The sharp-witted, fast-moving screenplay is by Phoebe and Henry Ephron. Walter Lang's direction is nicely attuned to the story's many comedy opportunities. Ida Moore as a veteran employee, Diane Jergens as a secretary, Nicholas Joy as president of the company, Harry Ellerbe as an office gossip, and Merry Anders and Rachel Stephens as office workers are excellent in their lesser roles. Henry Ephron produced.

Running time, 103 minutes. General classification. Release, in May.

MPAA Board

(*Continued from page* 1)

rectors committee, headed by chairman Roger H. Lewis.

The MPAA board will also discuss various proposals for financing the business building program, among them the plan presented by Ernest G. Stellings, president of Theatre Owners of America, which is based on a film rental percentage.

The board will also discuss a number of other matters, among them arbitration.

The advertising and publicity directors group met here yesterday at a Harvard Club luncheon to discuss the business building program and to work further on its presentation for the board on May 22.

18 Theatremen Win In 'Trapeze' Contest

From THE DAILY Bureau

Eighteen theatremen have won $5,000 in U. S. Savings Bonds as finalists in the United Artists "Trapeze"—Miss Exquisite Form contest, it was announced yesterday by Roger H. Lewis, UA national director of advertising, publicity and exploitation. The prizes were awarded for the best promotions in conjunction with local engagements of the film.

The first prize of a $1,000 U. S. Savings Bond was given to Lynn Kreuger, manager of the Majestic Theatre in San Antonio for a large situation and first prize to David Smith, manager of the Miller Theatre in Woodstock, Illinois, for a small situation.

Emphasis on Tie-Ins For New WB Product

All motion picture companies are doing away with "eyewash-type" publicity and going in for promotion in which they secure the greatest return for their dollar expenditures, according to Robert S. Taplinger, vice-president and director of advertising, publicity and exploitation for Warner Bros.

Maintaining that "we must make every dollar count in advertising and publicity of motion pictures," Taplinger this week declared that the "eyewash-type publicity" is helpful at times, "but it doesn't, in many cases, reach large audiences. By getting the most value out of our promotional dollars, we are making better returns at the box office for product."

Taplinger said that Warners is going into avenues of promotion on its forthcoming films which were "little or never utilized in the past. We are even starting tie-in promotions at the inception of film production."

The Warner Bros. executive, along with Meyer Hutner, national publicity director, recounted some of the promotions and tie-ins here and in the field which the company is planning on such future films as "A Face In The Crowd," "D.I.," "Prince and the Showgirl," and others.

Michigan Meet

(*Continued from page* 1)

by Albert E. Sindlinger, industrial analyst, was voiced at a luncheon held as a feature of the annual convention of Allied Theatres of Michigan at the Hotel Whittier.

The convention ended this afternoon with a clinic for drive-ins and upstate theatres. The organization postponed the election of officers until next June.

Incoming directors are Milton H. London, William Westman, Bud Kilbride, Alden Smith, Irving Belinski, Adolph Goldberg, Art Rice, Emmet Roche, Delores Cassidy, Ray Forman, James Blackburn, Lou Lutz, Del Ritter, Howard Sharpley, Frank Spangler, Roget Robinson, Wayne Smith, Fred Sweet and Ed Johnson.

Advisory Board Named

An advisory board was also elected consisting of Sam Barrett, William Clarke, Lou Mitchell, Carl Buermele, Floyd Chrysler, Clive Waxmann and J. Himmelein.

Sindlinger, in pointing to a renewal of popularity for "the movies," urged more and better pre-selling of films.

In conclusion, Singlinger declared that film quality today is the highest ever, needing only publicizing and timing to bring it a richly deserved success.

SEE CAPTIVE MONSTER FROM OUTERSPACE BREAK LOOSE!
Not since King Kong has the screen seen anything like it!
20 MILLION MILES TO EARTH
from COLUMBIA of course!

NEWS

ALL the news that IS news!

That is what MOTION PICTURE DAILY gives its readers every day of issue . . . *Its masthead proclaims this as a cornerstone of policy* –

All the news that IS news

concise and to the point

...and the columns of MOTION PICTURE DAILY so perform – to the praise and the preference of busy executives throughout the industry.

THE news – accurately, concisely reported . . . physically arranged for easy finding, quick reading – to these distinctions MOTION PICTURE DAILY is proudly committed, for continuance of leadership.

All the News That Is News

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DAILY

Concise and to the Point

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 81, NO. 92 NEW YORK, U.S.A., MONDAY, MAY 13, 1957 TEN CENTS

Domestic Market

See Trend in Streamlining Co. Exchanges

In Line with Proposal Of Management Firm

All distribution companies are constantly re-examining their exchange operations in the domestic market with an eye towards serving their exhibitor customers at the lowest possible costs, according to a MOTION PICTURE DAILY survey of the sales managers of the member companies of the Motion Picture Association of America.

The re-examination of exchange and branch operations is in line with a preliminary recommendation presented by the management consultant firm of Booz, Allen & Hamilton which was retained by the MPAA last year to survey company operations at the home office and branch levels. A final report from Booz, Allen & Hamilton is expected to be completed shortly, according to an official of the MPAA.

The reviewing of field operations

(*Continued on page* 4)

Foreign Subsidiaries Are Planned by AAP

By FLOYD STONE

Associated Artists Productions is turning to Europe, the Middle and Far East, what it calls the Eastern Hemisphere, now that it has "concluded" distributing its prize properties in North and Latin-America, Norman Katz, foreign department director, told the press Friday afternoon. He announced he and assistant

(*Continued on page* 4)

Takes Further Action In Crescent Control

Special to THE DAILY

NASHVILLE Tenn. May 12.—Mrs. Nettie E. Sudekum widow of the late Tony Sudekum founder of the Crescent Amusement Co. has taken further action to gain control of the 67-theatre circuit. She has now called for the return to her of 2000 additional shares of stock held in trust

(*Continued on page* 5)

TOA and SBA To Meet Wed.

Philip F. Harling, chairman of the Small Business Administration Committee of Theatre Owners of America, will meet with officials of the Senate Small Business Committee in Washington on Wednesday to discuss his organization's petition regarding a revision in the SBA policy on mortgage loans.

The meeting stems from TOA's request last week to SBA administrator Wendell Barnes asking for such a conference to clarify the TOA position on mortgage loans to theatre owners.

Barnes, in a letter on April 12 to Harling, rejected the TOA position.

Meanwhile, TOA executives will confer here early this week in a "kitchen cabinet" meeting to discuss organizational affairs.

AA 39-Wk. Income Up; Broidy Explains Loss

From THE DAILY Bureau

HOLLYWOOD, May 12—In an interim report to Allied Artists stockholders for the 39 weeks ended March 30, Steve Broidy, president, said in part:

"During the period we placed in release a number of pictures planned and produced 12 to 18 months previously on an upgraded scale aimed

(*Continued on page* 5)

Fox Cleveland Head Retires; With Company for 52 Years

Special to THE DAILY

CLEVELAND, May 12 — I. J. Schmertz, who has been with 20th Century-Fox for 52 years, 29 of them as Cleveland branch manager, has announced his retirement effective August 1.

He joined William Fox in New York as office boy and served the company in New York, Albany, and Cleveland. He and Mrs. Schmertz will move to Miami Beach to spend their leisure years. His successor is not yet announced.

Picket Columbus Thea. In 'Roadhouse' Dispute

Special to THE DAILY

COLUMBUS, O., May 12 — Three local IATSE unions are picketing the World Theatre here, which is currently presenting "The Ten Commandments" on a roadshow policy, because of a manpower dispute.

The unions, Stage Employees No. 12, Operators and Projectionists Local 386, and Treasurers & Ticket Sellers 823, are picketing because the World doesn't wish to enter into a special labor agreement with them regarding the Paramount production.

The IATSE locals had a special agreement with the Loew's Broad Theatre here which last week completed a nine-week run of "The Ten

(*Continued on page* 5)

Proposes Fund for Closing U. K. Theatres; Distribution Mergers

By WILLIAM PAY

GLENEAGLES, Scotland, May 9 (By Air Mail)—A scheme involving the retirement from the business of owners of unprofitable cinemas and an amalgamation of numerous competitive organisations in distribution to reduce the aggregate overheads was advanced by Clifford Barclay, chairman of the all-industry tax committee, at the CEA convention here.

In a paper called "Face the Facts," he told exhibitors that there are "only two major items which lend themselves to pruning—film hire and exhibitors' overheads." He said he considers it inadvisable at this time to attempt to to reduce film hire because the prosperity of the business is dependent on the quality of product.

On the exhibition side he estimated that in the next 12 months, about 600 cinemas will lose money on trading and it is unlikely that those operating on a small margin of profit only will be any less than that number. There is little alternative left for those exhibitors whose profits are marginal, other than to carry on eking out an existence or considering the possibility of closing down, he said.

"But each one of you facing this problem will consider that it is your

(*Continued on page* 4)

21 to Attend

Meet to Set Arbitration Agenda Today

Talks Are Expected to Last Through Wednesday

By LESTER DINOFF

The motion picture industry today will make another attempt to build the framework for an arbitration and conciliation system. Representatives of four national and regional exhibition organizations will meet with the distribution arbitration steering committee and officials of the Motion Picture Association of America at 10:30 A.M. today in the MPAA board room here to formulate an agenda for the talks which are expected to last through Wednesday.

Scheduled to attend the three days

(*Continued on page* 2)

Continental, Sturges Sign for Picture

Continental Distributing, Inc., has entered into a co-production agreement to make "The Gentleman From Chicago," it was jointly disclosed at the weekend by producer-director-writer Preston Sturges and Frank Kassler, president of Continental.

Kassler said that his organization will finance one-half of the production costs of the films, which Sturges will make in Northern Italy.

Sturges, who recently completed

(*Continued on page* 5)

Andersen Will Review Loew's, Inc. Accounting

Joseph R. Vogel, president of Loew's, Inc., announced at the weekend the appointment of Arthur Andersen and Company, certified public accountants, to make a review and

(*Continued on page* 5)

In Today's Issue

Page 2—Tradewise.
Page 4—Television Today.

PERSONAL MENTION

GEORGE WELTNER, president of Paramount Film Distributing Corp., will leave here today for Europe.

•

JOSEPH R. VOGEL, Loew's M-G-M president, is due back here from the Coast on Wednesday.

•

ARTHUR B. KRIM, president of United Artists, will return to New York today from Hollywood. MAX E. YOUNGSTEIN, vice-president, returned here from the Coast at the weekend.

•

ROBERT W. COYNE, COMPO triumvir and special counsel, is scheduled to return to New York today from Washington.

•

HARRY COHN, president of Columbia Pictures, will arrive in New York today from Hollywood.

•

CHARLES EINFELD, vice-president of 20th Century-Fox, and MRS. EINFELD have announced the engagement of their daughter, LINDA, to JOHN BUTLER HIRSCH of Chicago.

•

JOHN MURPHY, Loew's Theatres vice-president, will return to New York today from Florida.

•

PHIL ISAACS, Paramount assistant sales manager for Eastern U. S., has returned to New York from Boston.

•

ERIC JOHNSTON, president of Motion Picture Association of America, is in Hollywood from Washington.

•

IRVING WORMSER, general manager of Distributors Corp. of America, has returned to New York from the Southwest and the Coast. At the same time, ARTHUR SACHSON, general sales manager, left for visits to offices between here and Chicago.

•

ROBERT L. LIPPERT, owner of Lippert Pictures and ROBERT L. LIPPERT, Jr., have left for London via B.O.A.C.

UA Board Meet Wed.

The first meeting of the board of directors of United Artists since the company became publicly-owned last month will be held in the home office here at 11 A.M., Wednesday. It is expected the directors will call the first annual meeting of stockholders, take action on a dividend and deal with other corporate matters.

TRADEWISE

By ONLOOKER

A CONTINGENT of United Artists executives were so high after attending a screening of Stanley Kramer's "The Pride and the Passion" on the Coast last week they really didn't need a plane for the return trip to New York. Funny how easily satisfied some people are. Just give them a blockbuster and they won't ask for anything else . . . Robert W. Selig, head of N. T.'s Intermountain Theatres, who with Boss Rick Ricketson is prominent in the University of Denver's Central City Opera House Association, is calling upon opinion-makers for help in putting the Central City activities before a wider public. The summer opera and play festival at the historic Rocky Mountain mining town 40 miles from Denver has drawn visitors from all parts of the country, interested not only in the preservation of frontier days' traditions in a grandly scenic setting but also in the fine artistic and technical accomplishments of the festivals. The Central City Association is a non-profit organization which presents two operas and a dramatic offering each season. . . . Shouldn't be too difficult to interest the opinion-makers and their following in any project which boasts the attractions of Central City and its festival.

THE IMPRESSION that what Allied States really wants as the price for its return to COMPO membership is Robert W. Coyne's scalp, is widely held. . . . If correct, the reason for it seems obscure. Coyne's work for COMPO is exceptionally well thought of in other industry circles. In fact, Allied would appear to be the sole industry group eligible for membership in COMPO which has expressed any dissatisfaction with Coyne. In such circumstances, to bow to the wish of one would be a poor service to the majority, to say nothing of its unfairness to Coyne. . . . How do you imagine Allied would react if the COMPO executive committee issued an ultimatum to Allied that it could not regain membership in COMPO until it had purged itself of a few personalities who may be unpopular with some executive committee members? . . . There should be considerable industry interest in the adjudication of an action for compensation brought against RCA corporate and individual defendants by Roy Norr, well known public relations counsel. Norr claims that while serving as p. r. for Gen. David Sarnoff's interests he was called upon to perform duties of a management character apart from his p. r. functions and is seeking additional compensation for them, over and above that specified in his contract. If the case proceeds to trial and determination, the decision may serve to define specifically what is meant by public relations counsel and what his duties and functions are. That in itself should make the litigation worthwhile. . . . Norr will be remembered as a p. r. specialist for the late Will H. Hays, when he was president of the former MPPDA.

WARNER BROS. and RKO Theatres' people had a rough time when "Baby Doll" played some of the big metropolitan centers in the East. . . . A single neighborhood engagement in New York inspired an avalanche of some 13,000 letters of protest, not to mention the phone calls, some of which included putting youngsters on the phone to add their protests to mummy's. . . . Company officials say identical phraseology in the letters identified them as part of an organized campaign, and none of the letters cited specific objectionable material in the film, indicating that none of the writers had seen it. . . . Arthur De Bra, veteran community relations specialist for the Motion Picture Association of America, who was to have retired this month, has bowed to the urgings of associates and will remain at least until fall. At least, that is, he will be available when needed. . . . Many producers whose pictures De Bra has helped over some difficult opening problems will be happy to hear of his decision.

Arbitration

(*Continued from page 1*)

of conferences are: Theatre Owners of America—Ernest G. Stellings, Mitchell Wolfson, S. H. Fabian, George Kerasotas, Albert M. Pickus, and Herman Levy; Allied States Association—Julius M. Gordon, Nathan Yamins, Wilbur Snaper, and Abram F. Myers; Independent Theatre Owners Association — Max A. Cohen; Metropolitan Motion Picture Theatres Association — Sol Strausberg, Emanuel Frisch and Leo Brecher; the distribution sales managers committee —A. Montague, Charles Reagan, Robert Rubin, in place of George Weltner, and Adolph Schimel; MPAA — Eric Johnston, Ralph Hetzel and Kenneth Clark.

Plan Laid Last Month

Plans for today's meeting were set last April 8 when a meeting between TOA, Allied and the MPAA took place at the Harvard Club here. The exhibitor groups notified the regional associations on the scheduling of today's meeting on arbitration and ITOA immediately announced that it would participate in the talks; MMPTA reported that its representatives would attend as "observers," and Southern California Theatre Owners Association last week reported that it would not attend at all, calling the industry attempt at preparing rules and regulations "futile."

Both Stellings and Gordon, in recent interviews with the trade press, expressed the viewpoint that a future arbitration draft would most likely be based on the two old drafts prepared. Both stated, however, that industry conditions today differed and that certain portions of the 1952 and 1956 drafts are outdated. These old drafts contained provisions on clearances, runs, conditioning, contract violations, print shortages, competitive bidding and pre-release of pictures.

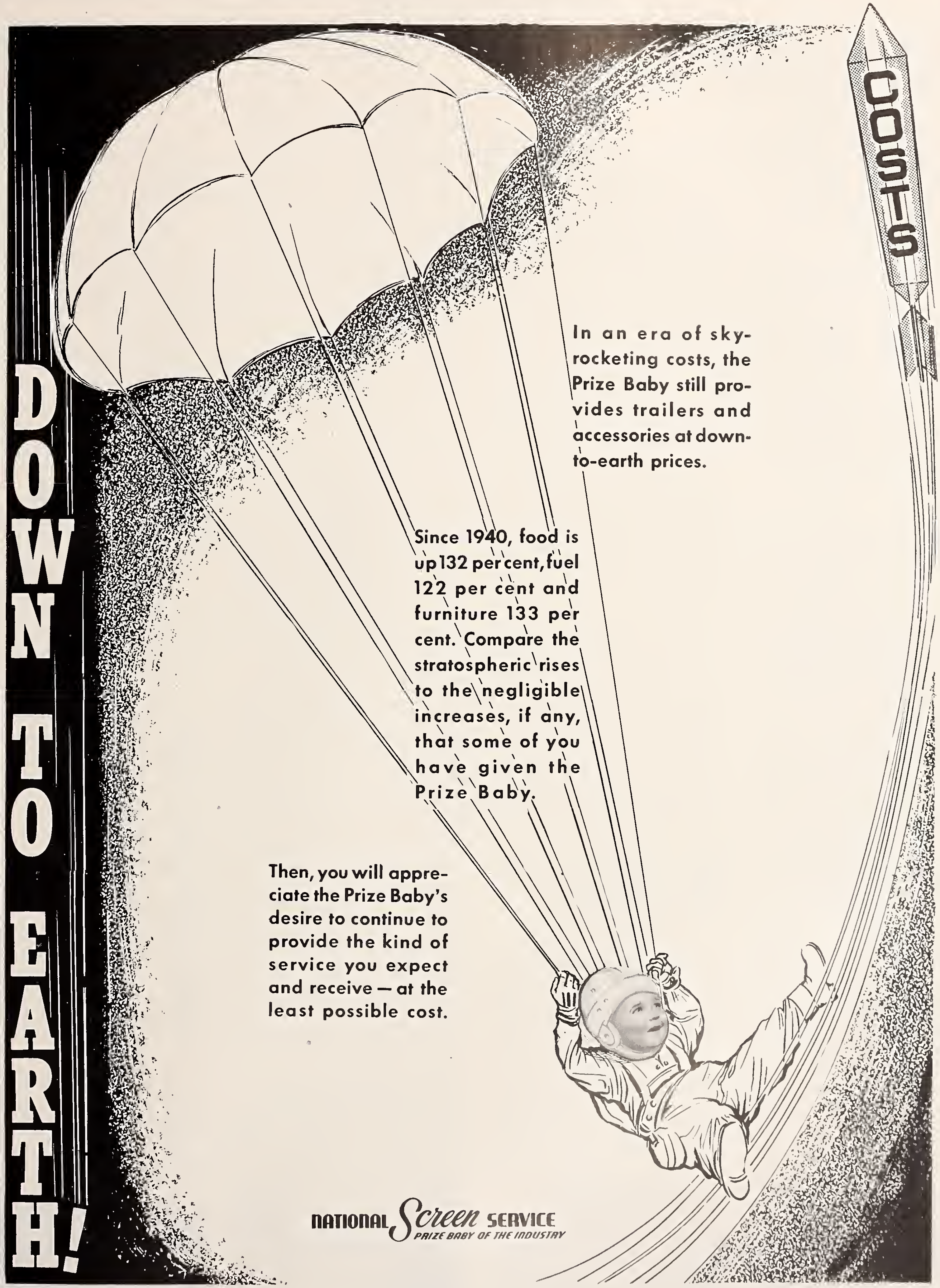
Todd-AO and '80 Days' Set for Roxy, Atlanta

ATLANTA, May 12.—Cinerama will close its run at the Roxy Theatre here during the first week in June. Thereafter the house will be equipped with Todd-AO in preparation for opening of Mike Todd's "Around the World in 80 Days," scheduled to open early in June.

'Joan' Bows in Paris

PARIS, May 12.—A sell-out crowd of 2,200 celebrated Joan of Arc Day today with a world premiere of Otto Preminger's film version of "Saint Joan" at the Paris Opera. The showing of the United Artists release was held for the benefit of the French Polio Foundation.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager: TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager: Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.



In an era of sky-rocketing costs, the Prize Baby still provides trailers and accessories at down-to-earth prices.

Since 1940, food is up 132 per cent, fuel 122 per cent and furniture 133 per cent. Compare the stratospheric rises to the negligible increases, if any, that some of you have given the Prize Baby.

Then, you will appreciate the Prize Baby's desire to continue to provide the kind of service you expect and receive — at the least possible cost.

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

Television Today

Well, Well--Now Movies Are Hurting TV Morals

JOHN C. DOERFER, member of the Federal Communications Commission, in a recent radio address nationally broadcast by CBS, presented certain arguments on the relative virtues of broadcasting which should not pass unnoticed by the motion picture industry.

Mr. Doerfer, with evident relish and delight, read over certain provisions of the so-called Television Code, pointing up the superlative character of the TV code as compared with any other self-regulatory system in the field of entertainment. The Honorable Commissioner, however, failed signally to acknowledge—if he knew—that the TV Code is a somewhat uninformed rewrite of the Motion Picture Code.

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He also did not disclose that the TV Code, at least up to now, is an idle gesture which exerts little or no effect upon the moral content of television. The very pertinent fact is that this code has never been given anything meaningful in the way of implementation. It is supported by no enforcement agency. In TV they take the code or leave it as they see fit—and all who are familiar with various current practices relative to television content know that they commonly leave it.

But the most striking part of Mr. Doerfer's address was his assertion in effect that the only moral problems present in TV come from the programming of motion pictures. From this source, he said, parents are now learning of the terrible influences children have been subjected to in the movie theatres. He added that despite the efforts of TV editors to clean up the old pictures, they are still pretty bad.

•

Mr. Doerfer ought to find out—which slight inquiry will reveal — that one of the present difficulties in the application of the motion picture code is the insistence of many Hollywood producers that they be allowed to introduce in films certain subjects and treatments which make frequent appearance on TV.

Mr. Doerfer's observations would be significant and perhaps helpful if he just completely reversed his position. —M. Q.

DuMont Names Two

Election by the board of directors of Allen B. DuMont Laboratories of Stanley J. Koch and Major General Raymond C. Maude (USAF, Ret.) as vice-presidents has been announced. Koch is now vice-president, tube operations; and General Maude is vice-president, government operations. All other existing officers of the corporation were re-elected by the board.

AAP Planning

(Continued from page 1)

treasurer Fred Hyman leave Friday for London, where, helped by Hyman, he will stay six months or so establishing an organization similar to AAP and its theatrical company, Dominant Pictures.

Will Sell to Three Media

He hopes the company will have subsidiaries in each of the countries of consequence. AAP will sell its Warner features and the library of 1,400 shorts, and the Popeye cartoons, and literary and merchandising rights, to theatrical, non-theatrical, and television media. It will sell properties for, and also enter production, and also buy pictures. And it will sell to Communist countries, and even to Soviet Russia, difficult as, he said, that now seems. He disclosed that Czech authorities last week and this week screened 15 films, and that Poland apparently has taken five. He added more news of this would come in a Dominant Pictures announcement soon.

Fairbanks, Jr., to Aid

Douglas Fairbanks, Jr., will become a good-will executive of these foreign operations, Katz expects.

The latest and as he put it, the final, deal of consequence in this hemisphere has been sale of mentioned properties to a Latin-American syndicate which has as American partners Robert Kronenberg, recently AAP western division manager; Eugene McGrath, an insurance man operating out of Panama; and Tony Owen, producer. The price, he averred, was $6,000,000.

Mills Withdraws from Race for FCC Post

From THE DAILY Bureau

WASHINGTON, May 12 — The race for the upcoming vacancy on the Federal Communications Commission was thrown open again over the weekend with the withdrawal of Edward K. Mills, Jersey lawyer.

Mills reportedly was in line to succeed chairman George C. McConnaughey when the latter's term expires June 30. But on Friday he announced he preferred to remain as deputy administrator of the General Services Administration, and asked that his name be withdrawn from consideration for the FCC post.

Set Mystery Show

A half-hour mystery anthology produced by Goodson-Todman will replace the "Loretta Young Show" on NBC-TV for Procter and Gamble starting July 7 in the 10:00 P.M. (EDST) time slot. The new series is as yet untitled.

Streamlining of Exchanges

(Continued from page 1)

by the companies, and their efforts to keep distribution costs as low as possible but still maintain top service to their customers, is evidenced by the recent closings of branches by some companies around the country. Paramount Pictures recently shut down its Omaha branch and shifted operations to Des Moines and Columbia Pictures will close down its Portland, Ore., sales branch and shift operations to Seattle. In both cases, the companies will maintain shipping and booking operations in Omaha and Portland.

Columbia still has 32 U. S. branches and six in Canada while Paramount has 39 branches, six of which are located in the Dominion.

'Constantly Re-examining': Reagan

Charles Reagan, vice-president in charge of sales for Loew's said that company also had closed down its Omaha branch and shifted sales operations to Des Moines. M-G-M still has 31 branches about the nation, he said. "We are constantly re-examining the U. S. operations," Reagan stated.

United Artists' general sales manager Jim Velde, Roy Haines of Warner Bros. Pictures, and Alex Harrison of 20th Century-Fox told Motion Picture Daily that their companies have no plans for consolidation of exchanges. Harrison pointed out that with his company's heavy line-up of product, 20th-Fox needs all of its 39 branches in the U.S. and Canada to properly sell and merchandise the films.

Republic Has Closed Five

Extensive economies in distribution operations in the field have been instituted in recent months by both Republic Pictures and RKO Radio Pictures, the latter company having entered into an agreement with Universal Pictures to distribute its product. Republic, which is constantly reviewing all situations where distribution costs are high, has closed down branches in Albany, New Haven, Omaha, Portland, and Salt Lake City and maintains only 27 other branches, according to a company sales executive. However, Republic has shipping facilities in all 32 exchange cities.

Allied Artists vice-president and general sales manager Morey Goldstein reported that his company, in conjunction with franchise holders in some territories, maintains 32 branches. This company has been buying out "states righters" in some areas to bring the exchanges under its own banner.

B'nai B'rith to Install New Officers on Friday

New York's Cinema Lodge of B'nai B'rith will install its officers for the coming year, headed by Robert K. Shapiro as president, at a luncheon to be held at Toots Shor's here Friday. Harvey Platt, past president of the Metropolitan Council of B'nai B'rith, will serve as the installing officer and principal speaker. The luncheon is open to all Cinema Lodge members and their friends.

The officers scheduled to be installed, besides Shapiro, are vice-presidents Marvin Kirsh, Milton Livingston, Norman Robbins, Joseph B. Rosen, Nat Rudith, Ci Seymour, Jack Weissman, Al Wilde and Lou Wolff; treasurer Jack Hoffberg; secretary Abe Dickstein and chaplain Max E. Youngstein. Also trustees, Max B. Blackman, Julius Collins, Harold L. Denson, Leo Jaffe, Moses L. Kove, Joseph Maharam and Arthur H. Schwartz.

Set 'Stockings' Bow

M-G-M's "Silk Stockings" will have its world premiere at Loew's Theatre in Norfolk, Va., on June 11, the company announced at the weekend.

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U.K. Theatres

(Continued from page 1)

competitor who should be closing, and if that view were persisted in by all, there could be no immediate solution to your present problems. It is to help meet that situation that I suggest that careful thought should be given to a scheme for voluntary rationalisation," Barclay added.

He then proposed a levy of a halfpenny a seat for payment into a fund to provide compensation for cinema owners forced to close until the fund totals £6 million, costing exhibitors £2 million a year for three years.

"Properly developed, realistically considered and adequately financed, such a scheme as I have outlined could relieve a few of their future problems, leaving the many to carry on this important and particularly human business to greater heights and some profits."

John Bertalero Dies

LEAD, S. D., May 12.—John Bertalero, 63, vice-president and a director of the Black Hills Amusement Co., died following a heart attack at his winter home in Coronado, Cal.

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FILM COMMERCIALS
with
FINE SOUND
are recorded at
FINE SOUND Inc. PL 3-5400
711-5th Ave., NYC

Say Zanuck to Indemnify Houses Hit by 'Sun' Ban

From THE DAILY Bureau

HOLLYWOOD, May 12—It is reported here from Mexico City from Darryl F. Zanuck, producer of "Island in the Sun," that any theatre in the U.S. fined or otherwise penalized for showing of the controversial film will be indemnified by the producer.

Zanuck's statement follows a move in South Carolina to ban the picture, written against the background of an "inter-racial" theme.

N. Y. Film Directors Hold Meet on Charter

The New York Film Directors Organizing Committee met here at the weekend and appointed committees to prepare a charter and by-laws for the formation of an independent film directors association, it was announced.

The committees will report back to the membership of 253 in mid-June on progress. Afterwards, the film directors will begin negotiations with local producers for working agreements, it was said.

AA 39-Week Income

(*Continued from page* 1)

at satisfying box office trends then in evidence. By the time these pictures were released, the market sharply reversed itself, and the decline has been continuing. This sudden shift was responsible for operating losses reported in the recent period. Your management immediately took corrective steps in planning its new pictures, and cost reductions have been effected."

Total Is $14,090,737

The 39-week report showed a total income of $14,090,737, which compares with $11,911,080 for the same period the previous year. Total expenses were $15,593,215, compared with $11,530,699 the previous year. Loss for the period is $1,379,478, which compares with $179,381 the year before.

The company announced a dividend of 13¾ cents a share on the 5½ per cent convertible preferred stock, payable June 15 to stockholders of record on June 3.

Continental, Sturges

(*Continued from page* 1)

"The French They Are a Funny Race," which Continental is releasing in the domestic market, reported in a trade press interview here that he also plans to produce a French play, "J'appartien's a Zozo," and two films, eventually called, "Happiness Comes in Bottles" and "Brigham Young and Tell 'em Nothing.'

'Monkey' Bow on Radio

Tomorrow's world premiere of United Artists' "Monkey on My Back" at the Woods Theatre in Chicago will be carried to a radio audience of more than 8,000,000 when NBC broadcasts over a four-state area interviews with celebrities and descriptions of the Marine Corps fanfare.

REVIEW:

The Lonely Man

Paramount—VistaVision

"THE LONELY MAN" belongs to the current school of westerns in which psychological character studies take precedence over such formerly predominant activity as chases on horseback and barroom brawling. While the latter is subordinate, it is by no means omitted in such pictures, and this one has two episodes that are exceptional: the capture of a wild stallion and a bang-up gun fight at the end. These scenes are handled with imagination by the director, Henry Levin, and are plainly the highlights of the show.

Outside of these and a couple of incidental fistfights, the major action of "The Lonely Man" concerns the development of a domestic drama crisis—the efforts of a father to win back the love of his son whom he deserted years before. While such a conflict is certainly valid as drama, the treatment here is unfortunately routine and superficial.

To promote the picture there are two star names: Anthony Perkins, the widely-touted newcomer here making his western debut as the son; and Jack Palance, the villain of "Shane," this time cast in a sympathetic role as the father. Additionally exploitative are some beautiful scenic shots in black-and-white VistaVision and a title song which is sung during the credits by Tennessee Ernie Ford.

In the story Young Perkins hates his father because he believes Palance had deserted his mother (now dead) in order to become an outlaw. Palance had in fact been a gunfighter but yearns to retire and lead a peaceful existence with his son. It is not until a friend of the family explains the truth to Perkins—that Palance had been forced by circumstances into outlawry and had not willingly deserted his wife—that father and son are reconciled.

To complicate matters further Palance has acquired a young mistress, who, though she loves him dearly, feels strongly attracted to Perkins. This standard character is competently played by newcomer Elaine Aiken.

Suspense has been injected into the story by writers Harry Essex and Robert Smith in having Palance the object of frenzied pursuit by Neville Brand, as a saloon owner whom Palance had shot over his attentions to Miss Aiken. Brand finally finds Palance (who, incidentally, along with his other troubles is going blind) and their encounter erupts in the gun battle which comes as the film's climax. As noted earlier, it is a honey of its kind and leaves both Palance and Brand (and three other outlaws) dead and Perkins presumably free to wed Miss Aiken.

Perkins gives another of his interpretations of moody adolescence in the role of the stubborn son, and Palance is exceptionally restrained—in comparison with past performances—in the part of the patient father. The picture was produced by Pat Duggan.

Running time, 87 minutes. General classification. Release, in June.

RICHARD GERTNER

Columbus Theatre

(*Continued from page* 1)

Commandments." Under this agreement the 2,400 seat Loew's house took on additional help. The World Theatre, a 400-seat theatre operated by Charles Sugarman, declined to take on additional union people.

In New York, Paramount Pictures said it was not concerned in the labor dispute with the Columbia World Theatre. An official reported that the company shifted from the Loew's Broad Theatre to the World Theatre to reduce overhead and to increase business.

An official of Loew's Theatres here also took the same position.

Takes Further Action

(*Continued from page* 1)

by the First American National Bank for her four daughters. She had previously filed suit against the bank asking revocation of a trust agreement under which 2514 shares of Crescent stock are owned by her on the basis of the administration by the bank.

The daughters are said to hold among themselves at least 1,000 additional shares of stock, representing a total of at least 5,514 shares out of the 10,000 outstanding.

Name Anderson

(*Continued from page* 1)

recommendation concerning effective accounting procedures.

This is part of the general reorganization effort designed to streamline the corporation and promote increased profits in all possible areas, Vogel said.

The producers of
"ROCK AROUND THE CLOCK"
are going to rock your screen with
THE FIRST BIG CALYPSO SMASH!
CALYPSO HEAT WAVE
FROM
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IN THE HISTORIC TRADITION
OF DAVID O. SELZNICK'S

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WILL COME THE NEW SCREEN GLORY OF

AFTA *

PRODUCTION IS
AHEAD OF SCHEDULE
ALL OVER ITALY
ON **ERNEST HEMINGWAY'S**

* A FAREWELL TO ARMS

starring
ROCK HUDSON • JENNIFER JONES
VITTORIO DE SICA
PRODUCED BY **DAVID O. SELZNICK**
DIRECTED BY **CHARLES VIDOR**
SCREENPLAY BY **BEN HECHT**
THE SELZNICK COMPANY PRODUCTION
IN CINEMASCOPE AND COLOR BY DE LUXE
RELEASED BY 20TH CENTURY-FOX

THE SELZNICK STUDIO

BEFORE AFTA: Rock Hudson and Jennifer Jones are shown rehearsing for "A Farewell to Arms"

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 81, NO. 93 NEW YORK, U.S.A., TUESDAY, MAY 14, 1957 TEN CENTS

Annual Meet

Buy of KTLA Para. Music Firms Okayed

Nod to WNEW Purchase; Plan Du Mont Expansion

Stockholders of Du Mont Broadcasting Corp. at their annual meeting at the company's offices here yesterday voted authorization to acquire from Paramount subsidiaries from 700,000 to 800,000 shares of Du Mont Broadcasting stock, ownership of television station KTLA, Los Angeles, and Paramount's interest in music publishing companies.

Paramount Pictures owns 251,400 shares, or 26.6 per cent of Du Mont Broadcasting stock now outstanding.

Also approved by the stockholders

(*Continued on page* 5)

Para. Quarter Earnings Estimated $1,299,000

Paramount Pictures had estimated consolidated net earnings of $1,299,000 for the first quarter of 1957, representing 66 cents per share based on 1,971,316 shares outstanding at March 30, 1957, the company reported yesterday.

The comparative consolidated net earnings for the same period in 1956

(*Continued on page* 5)

Randy Wood Elected Para. Vice-President

Randy Wood, president of Dot Records, wholly owned subsidiary of Paramount Pictures, was elected a vice-president of Paramount at a meeting of its board of directors yesterday, it was announced by Barney Balaban, president of Paramount.

Wood has been president of Dot

(*Continued on page* 5)

Television Today Page 4

Pledge Wage Views Study

From THE DAILY Bureau

WASHINGTON, May 13—Senator Kennedy (D., Mass.) has promised that exhibitor pleas for continued Federal minimum wage exemption will be explained to the full Senate Labor Committee before that group acts on any minimum wage bill.

A subcommittee headed by Ken-

(*Continued on page* 2)

Today's Theatre-Goer Is More 'Adult': Vogel

By ALLEN M. WIDEM

Joseph Vogel

HOLLYWOOD, May 13 — Present-day Hollywood has a growing awareness of constantly-changing public buying moods and cognizance of vast improvement in educational standards, according to Joseph R. Vogel, president of Loew's Inc.

"Anybody in the motion picture business who doesn't go along with the basic principle that the entertainment buyer is more grown-up

(*Continued on page* 2)

At All-Industry Arbitration Meet

Reach Agreement on Conciliation Plan

Issue Referred to Drafting Committee; Special 'Publicity' Unit Is Appointed

By LESTER DINOFF

(Picture on Page 3)

Motion picture distributors and exhibitors, in their joint efforts once again to try and formulate an industry arbitration and conciliation system, yesterday reached unanimous agreement in principle on all phases of conciliation and referred the issue to a special committee for drafting, it was announced following the first day of deliberations at the board room of the Motion Picture Association of America here.

The meeting, which commenced yesterday at 10:30 A.M. with representatives of the MPAA, distributors, Theatre Owners of America, Allied States Association, and Independent Theatre Owners Association in attendance, took up the matter of conciliation initially, following a brief discussion on the agenda for the proceedings for the entire talks, which

(*Continued on page* 3)

Score Davis Tax Comment

Special to THE DAILY

GLENEAGLES, Scotland, May 13. — Cinema exhibitors gathered at the annual summer convention of the British Cinematograph Exhibitors' Association are wondering why John Davis, managing director of the J. Arthur Rank Organisation, dropped a "clanger" about the entertainment tax when he talked to them on the industry's future.

Exhibitors are worried about the point in his 50-minute address when

(*Continued on page* 5)

REVIEW:

Night Passage

U-I—Technirama

Hollywood, May 13

Talent, technology, precedent and Mother Nature join abundant forces here to assure rich returns for "Night Passage." To wit:

The talent is headed by James Stewart, five-time Top-Ten winner in Quigley Publications' Money-Making Stars poll of exhibitors, and Audie Murphy, sturdiest of the post-war lineup of action actors since his box office smash in the autobiographical "To Hell and Back." Alongside these stand Dan Duryea, most believable of all the bad-men since Wallace Beery; Brandon de Wilde, the small boy who set the prevailing pattern for small boy actors in "Shane"; Jay C. Flippen, the great comic who became a greater character actor; and, on the distaff side of the cast, the Misses Dianne Foster and Elaine Stewart.

The technology referred to in the opening paragraph, is Technirama.

(*Continued on page* 4)

Video, Southwest Bell Sign Telemovie Contract

Special to THE DAILY

OKLAHOMA CITY, May 13.—The signing of a contract between Video Independent Theatres, Inc., and Southwestern Bell Telephone Co. calling for Video to construct the coaxial cable for transmission of telemovies at the telephone company's expense was announced here today. The announcement by Henry S. Griffing, Video president, confirms a story

(*Continued on page* 4)

Urge MPEA Settlement In Philippine Press

The Philippine press is urging the government to work out a settlement with the Motion Picture Export Association regarding the remittance and tax problems involved in formulating a new film agreement, according to an MPEA official here.

The board of directors of the

(*Continued on page* 2)

PERSONAL MENTION

IRVING H. LEVIN, president of AB-PT Pictures, left here yesterday for Chicago en route to Hollywood.

•

Kenneth N. Hargreaves, president of Rank Film Distributors of America, and **Geoffrey Martin**, director of advertising - publicity, left New York yesterday for Washington.

•

Charles Levy, Buena Vista advertising-publicity director, has left New York for Atlanta, Jacksonville and New Orleans.

•

Nat Levy, RKO Radio Eastern sales manager, is in Pittsburgh from New York.

•

Frederick Knudtsen, Stanley Kramer Prods. film editor, has left New York for Europe via B.O.A.C.

•

Mrs. Roger Barnett has given birth to a son at Mercy Hospital, Rockville Center. The father is with the motion picture department of "Good Housekeeping."

Feature by Mike Vogel Is U-I Exploitation Item

From THE DAILY Bureau

HOLLYWOOD, May 13 – "I'd Sell It This Way," a new exploitation feature for Universal-International, prepared by A-Mike Vogel, former editor of the Managers Round Table department of "Motion Picture Herald" and for the past six years U-I West Coast field representative, was announced today by David A. Lipton, U-I vice-president.

The new feature will be supplied with the press books of the company, starting with "Tammy and the Bachelor."

Ellis Attorney to File Republic SEC Papers

From THE DAILY Bureau

HOLLYWOOD, May 13 – Attorney Marshall M. Lichtman has been engaged by Moe Ellis, head of the syndicate active in buying Republic Pictures stock, to file with the Securities and Exchange Commission all documents required for his undertaking to acquire control of Republic.

Ellis said plans call for the liquidation of Republic, with sale of the studio, Consolidated Laboratories, Consolidated Molded Products, post-1948 pictures and other assets, if the syndicate succeeds in acquiring control.

Filmgoers 'Adult': Vogel

(*Continued from page* 1)

than his counterpart of the silent-screen is merely whistling in the dark," Vogel said.

He said, too, that "a film-maker in this period of tremendous competition must realize that his audience has grown up. He added that vastly improved living standards have given rise to an alert audience easily able to pick out obvious flaws in foreign location authenticity, for example.

"No longer can the producer say, 'A tree is a tree. Shoot it in Griffith Park.' This revitalized thinking calls for extensive overseas junkets—such as the recently-completed African project centering around 'Something of Value,' which co-stars Rock Hudson and Dana Wynter.

"The same rule applies to talent development, technological improvements and the like."

Vogel, who ascended to the Loew presidency last year after lengthy service as head of Loew's Theatres, has been on practically a commuting schedule in recent months. "This is my seventh trip to the studio since last October," he said, "and sometimes it seems that I'm constantly aloft in a plane midway between my New York office and the studio and in a hurry to get to both places at once!"

Vogel envisioned the TV film programming trend as a Hollywood boom, despite their competitive position.

"As much as 95 per cent of television programming will be on film," he said, "but who is better qualified to continue this production line than Hollywood?"

"Metro production charts for theatrical release," he said, "are optimistically full-scale."

Ask Settlement

(*Continued from page* 1)

MPEA has authorized Asian overseas representative Leo Hochstetter to serve Philippine exhibitors, at his own discretion, with 30-day notice that the MPEA member companies will halt shipments of product.

The Philippine government has taken cognizance of the MPEA move and the "favorable" reaction afforded in the Islands' press, and is currently negotiating with Hochstetter, the MPEA official stated. The American companies, which have not had any remittance from the Philippines since mid-1956, have better than 20,000,000 pesos frozen in that market.

In recent months, the Philippine negotiators have presented three proposals for new agreements which the American companies have rejected. One plan called for the MPEA member companies to have a remittance of less than 20 per cent. A second called for a tariff of five pesos for each meter of film, and the third was for a tax to be levied on all remittances. Over 90 per cent of all motion picture product exhibited in the Philippines is produced in America.

The MPEA board of directors did not schedule a meeting for this week.

Wage Views

(*Continued from page* 1)

nedy last week sent to the full committee without recommendation one way or the other a bill that would, according to committee officials, extend coverage to theatres and theatre chains grossing more than $1,000,000 a year.

A. Julian Brylawski, legislative chairman of the Theatre Owners of America, wrote to Kennedy, declaring that the bill was not absolutely clear in its provisions relating to theatre coverage, and that in any event, exhibitors are in tough financial condition and should remain exempt from the Federal law.

A reply from Kennedy today thanked Brylawski for his views and promised him that the views would be put before the full committee when the Kennedy bill comes up for action. The letter did not, however, comment on Brylawski's declaration that the present bill was unclear. Committee officials say there's no question that Kennedy intended to cover large theatres, but that courts could conceivably hold otherwise.

'Desk' Show Today

A showing of "Fashions for the Desk Set," a new collection of Hollywood-designed "clothes for the working woman" by Charles LeMaire, is being held for the press today at the Roxy Theatre's sixth floor suite at 10:30 A.M. The collection was inspired by "Desk Set," 20th Century-Fox film which will have its world premiere at the Roxy in a benefit for the National Urban League tomorrow night.

List Winners in Daff European Sales Drive

Special to THE DAILY

ROME, Italy, May 13.—At the opening session of Universal-International's 1957 European sales conference today the winners of the recently concluded Daff Drive, sales salute to Alfred E. Daff, the company's executive vice-president, were announced by foreign general manager, Americo Aboaf.

Manager Melarkode Hariharan in Indonesia was the winner in the individual territorial contest in which 40 U-I branches competed. The Latin American division was victorious in the divisional race and won the Daff cup for its supervisor, Al Lowe, Second place in the territorial competition went to manager Saul Jacobs in Panama Leo DeJesus in Siam finished third, and John Marshall in Germany, fourth.

Eastern Standard Time Won't Be Voted in Ohio

Special to THE DAILY

COLUMBUS, O., May 13 – The Ohio Senate today defeated a resolution to submit a constitutional amendment to Ohio voters establishing Eastern standard time for the whole state. The vote was 17 for the resolution to 16 against, but the measure needed 21 votes for a three fifths margin.

Ponti-Gerosi Formed

HOLLYWOOD, May 13 – Carlo Ponti and Marcello Gerosi announced the formation of a new independent producing partnership, Ponti-Gerosi, replacing Ponti-De Laurentiis Co., on the eve of their return to Italy.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
AUDREY HEPBURN • FRED ASTAIRE
in
"FUNNY FACE"
co-starring KAY THOMPSON
A Paramount Picture
and THE MUSIC HALL'S GREAT EASTER STAGE SHOW

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M.P. DAILY picture

AT THE BIG MEETING, which began yesterday morning: around the table, welcomer Eric Johnston, MPA president; Wilbur Snaper, Mitchell Wolfson, Ernest G. Stellings, Adolph Schimel, Charles Reagan, Abe Montague, George Weltner, Robert J. Rubin, and, backs to camera, Herman Levy, S. H. Fabian, Albert Pickus. Also present, Abram F. Myers, Nate Yamins, Julius Gordon, Max A. Cohen, I. Howard Levinson, Kenneth Clark, Ralph Hetzel, and George Kerasotes.

Agreement Is Reached on Conciliation Plan

(*Continued from page* 1)

are expected to last until tomorrow. Today's session begins at 10 A.M.

The first joint action was taken with the appointment of a "publicity committee" composed of Julius M. Gordon, Mitchell Wolfson, Adolph Schimel and Ralph Hetzel "to inform the press on the proceedings," according to an MPAA official. The committee was formed after it was decided to close the conferences to the press, and each industry figure in attendance was "sworn to secrecy."

The "publicity committee," in reporting late yesterday afternoon on the unanimous agreement reached in principle on all phases of conciliation and the referring of the matter to a committee, did not disclose the committee representatives.

Some Absent in Afternoon

According to the "publicity committee," the meeting was presided over by Eric Johnston, president of the MPAA during the morning session. Johnston and a number of others did not attend the afternoon session, following a Harvard Club luncheon.

The "publicity Committee" reported that Johnston, Gordon, Ernest G. Stellings, and Max A. Cohen reiterated previous statements on the need for development of an arbitration and conciliation system.

Johnston Cites 'Deep Obligation'

Johnston said: "This industry owes a deep obligation to itself and to the public to reach an agreement on a system of conciliation and arbitration. Such a system will go far to enable the industry to concentrate its great energies and talents on providing even better entertainment to the public.

"I am optimistic about the industry's future, both here and abroad, but only an industry jointly dedicated to providing the best motion pictures can be successful in the face of great competition and obstacles here and abroad. This is why an agreement on conciliation and arbitration now is a most urgent goal for the distributors and exhibitors as well."

Gordon, president of the Allied States Association, then spoke and stated that his Association concurred in the fact that a proper system of conciliation and arbitration for the industry is needed and would serve the very necessary purpose of permitting more money and manpower to be devoted toward making more and better pictures which are needed in the industry. He further stated that he felt that "such a system of arbitration and conciliation was mandatory in order that exhibition could go back to its proper function of exploiting pictures and pleasing the public's desires."

Cohen Speaks for ITOA

Max A. Cohen then spoke and reiterated the desire of the Independent Theatre Owners Association to assist in bringing a conciliation and arbitration system into the industry, which they felt was urgently needed at this time.

Stellings, president of the Theatre Owners of America, in reply stated that it was the desire of TOA, in conjunction with all segments of the motion picture industry, to bring about a system of conciliation and arbitration for the industry, and on behalf of TOA he pledged their best efforts to complete the arbitration and conciliation plans. He said that it was "a case of 'arbitration vs. litigation,' since a recent canvass of litigation showed that the amount of litigation was still of staggering proportions."

Points to Cost of Litigation

Litigation is costly and unprofitable to the producers and exhibitors alike. The expenditures in lawsuits could be better used for motion picture production, promotion and exploitation. TOA firmly believes that an arbitration and conciliation system would reduce the number of lawsuits; permitting not only a money saving but much manpower savings which could be put to much better advantage. Further that TOA's interest in arbitration has continued from the very first discussions; and that conditions as they now exist in the industry make conciliation and arbitration even more needed than before, and that it be brought about as quickly as possible."

Top Officials Attend

Those in attendance were: For Allied States Association—Gordon, president; Nathan Yamins, Wilbur Snaper, Abram F. Myers. For TOA—Stellings, president; Wolfson, Si Fabian, Herman Levy, Al Pickus, George Kerasotes. For Independent Theatre Owners Association—Cohen.

Distributors Negotiating Committee—Abe Montague, chairman; Charles M. Reagan, Robert J. Rubin, Adolph Schimel and George Weltner.

For MPAA—Johnston and Hetzel.

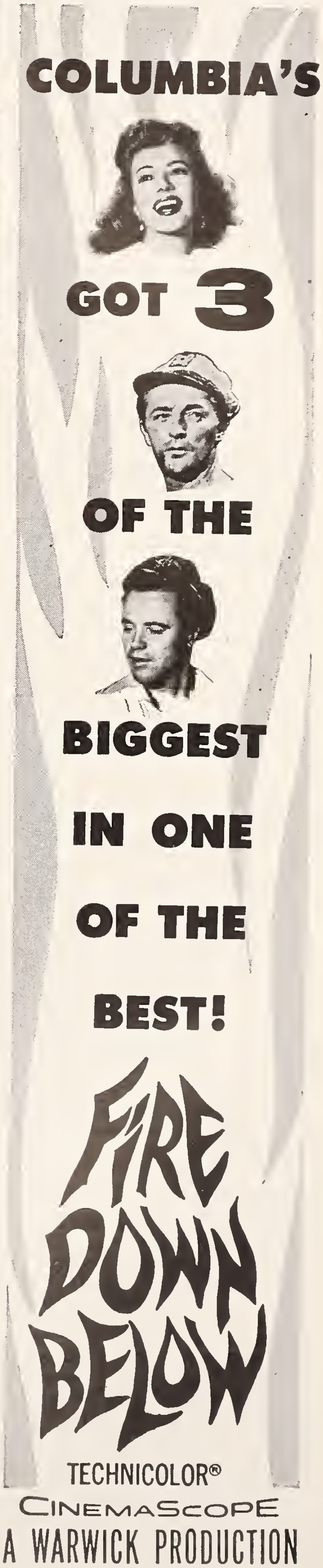
The three-man committee from Metropolitan Motion Picture Theatres Association, appointed by the group's membership to act as "observers," did not attend.

UA's New Charlotte Bldg. Open Tomorrow

Special to THE DAILY

CHARLOTTE, N. C., May 13.—United Artists will formally open its new exchange building here Wednesday in ceremonies presided over by James R. Velde, general sales manager, and Milton E. Cohen, eastern and southern division manager.

The exchange is a newly-constructed one-story building located at 225 West Third Street in Charlotte's film row. In addition to Velde and Cohen, UA executives participating in the opening ceremonies include George Pabst, Southern district manager; Jules Chapman, supervisor of branch operations; John Hughes, Eastern and Southern contract manager, and Harold Keeter, Charlotte branch manager.



Television Today

PASSING IN REVIEW....

CORN, ELECTICISM and a large slice of euphuism were the most striking aspects of the television week just concluded. The first two are part of the standard operating procedures in all phases of show business. Euphuism, however, is something that's been out of style for almost 350 years, thus any attempt to revive it is noteworthy in a day when spades must be called spades.

Music, at Least, Was Good

The man responsible was the remarkable Duke Ellington and the show, "A Drum Is a Woman," presented Wednesday by CBS-TV's U.S. Steel Show. The attempt to do something different was laudable, but U.S. Steel stockholders might rightly wonder if management hadn't flipped its cotton-picking lid. "Drum" was described as an "adaptation" of a long-playing Ellington record which, in Ellington terms, traces the history of jazz. The music was okay, but the so-called book and narration, dedelivered by the Duke himself, were out of Hungersville by way of Square Junction and Creep Corners.

Profoundly Titled

It concerned a lady, euphuistically called Madame Zajj (just spell it backward), who comes out of the jungle to wander the earth inspiring men to play music by Ellington. The production numbers were colorful but the energetic dancing was an endless reprise of all those shaking pelvis-limp elbow gestures choreographers find so peculiarly meaningful. And this from the network whose only criterion in judging dramatic fare is the question: does it have something pertinent to say to us today?

Eclectic, perhaps, is the word for CBS-TV's Sunday afternoon Odyssey presentation, "The Biography of the Kremlin"; still it was an exciting and fascinating show. As pointed out yesterday by the conscience of the television industry, Jack Gould of the New York *Times,* the major portion of the show was made up of *uncredited* clips from several classic Soviet films, notably the work of Eisenstein and Uudovkin. Some of the same clips were used earlier by Henry Soloman for his "Nightmare in Red," where they also went without credit.

Assumption Is Posed

It can only be assumed that the producers feel this information might have a subversive effect on the imaginations of their viewers.

Elsewhere in the week, the corn was as high as an elephant's eye, which is to say, it was responsible for the total eclipse of little Mickey Rooney in "The Legend of George M. Cohan," NBC-TV, Saturday night. The fact that a rousing, definitive biography of Cohan has already been done by Hollywood need not stop TV producers ordinarily, but it might if they can't come up with even a better outline than this show. June Havoc, without billing, contributed a couple of spritely songs and dances and The Mick himself showed himself to be a vital performer as he was back in the old days at Lewis Stone's knee. But the total effect was of lack of direction, in script and production.

Corny, too, but nevertheless well acted, were Kraft's Wednesday night production of "Flesh and Blood" (NBC-TV), particularly by Victor Jory, and Playhouse 90's Thursday night production of "Homeward Borne" (CBS-TV), particularly by Richard Kiley.—*V. C.*

Telemovies

(*Continued from page* 1)

that negotiations were being conducted in MOTION PICTURE DAILY on April 26.

According to the agreement Video in turn will pay Southwestern Bell rental for the use of the cable and utility poles. The contract now clears the way for opening telemovie operations at Bartlesville, Okla., in July or early August, Griffing said.

State Will Fix Rate

Although the initial rental is figured on the cost of constructing and maintaining the cable, the eventual rate schedule is expected to be fixed by the state corporation commission, which regulates Southwestern Bell's tariffs.

Under the contract, specifically between Southwestern Bell and Vumore Company, a Video subsidiary, the telephone company will maintain the main line cable and amplifiers. Vumore will be responsible for servicing its tap-out lines to subscribers' television sets. The coaxial cable also can be used by Southwestern Bell for its own communications.

More Service from More Channels

Video's Bartlesville telemovie theatre will offer, by use of several channels, a more complete service and entertainment package to the home than originally planned, Griffing said. Expansion for the telemovie theatre calls for subscribers to now have their choice of two current motion picture features on separate channels, an electronic news coverage, and other services, and entertainment including time, temperatures, weather forecasts, miscellaneous educational and cultural films and various types of recorded music.

Night Passage

(CONTINUED FROM PAGE 1)

a new word likely to become a marquee power in short order, if its effectiveness in this first American production employing it is fair augury. Technirama is, of course, a child of Technicolor, and cinematographer William Daniels, who made his first wide-screen picture 20 years ago, and who took part in the development of Vista-Vision, says of it, "The new process is the sharpest, clearest and most natural for color that has ever been invented." His use of it in "Night Passage" bears out his confidence.

The precedents that point to an assured success for "Night Passage" are numerous, but the top one is the box office record of the five previous Universal-International productions starring Stewart in which, as on this occasion, the star and the studio enjoyed a profit-sharing arrangement that has been widely copied in the industry. The five pictures were "Winchester 73," "Bend of the River," "Thunder Bay," "The Glenn Miller Story" and "The Far Country." Possibly the most meaningful statement that can be made about "Night Passage" is that it's full brother to these.

Mother Nature's contribution to the bright promise of "Night Passage" success is the astoundingly beautiful Colorado setting—the virtually inaccessible Animas Canyon country, with majestic mountainsides garbed in golden aspen foliage—against which most of the picture is played. As caught by the wide-eyed Daniels camera in the all-embracing Technirama process, this contribution of Mother Nature's is worth the price of theatre admittance for its own sake.

The screenplay enacted by these players in this setting under these circumstances with these advantages is by Borden Chase, who writes most of the Stewart screenplays, and is from a story by Norman A. Fox. The production is by Aaron Rosenberg, who produced all of the other Stewart pictures for U-I. In common with most of them, the story presents a large number of characters, some good, some bad, some plain, some colorful, who follow a variety of motives through a diversity of incidents to a climactic ending arrived at dramatically. Direction is by James Neilson, a television director who directed Stewart in one of his ventures into that medium and did it so satisfactorily that the star drafted him for the present job, his first theatrical picture, when Anthony Mann, the regular Stewart director, was not available.

The particular issues in principal concern of Stewart in this appearance are burglary and brotherhood. The burglary is done chiefly and proficiently by Murphy, Duryea and their band, an extremely capable crew of train-robbers; and the brotherhood angle (on which the story finally focuses to build an emotional interest that is longer than usual in coming) rises from the circumstance, revealed late in the script, that Stewart and Murphy are brothers. In a furious shooting finish, fatal to Duryea and many other expert gunmen, Murphy, the bad brother, takes his shooting stance on the side of Stewart, the good brother, and this is an appropriate place to close a synopsis that is likely to play better than it reads

Running time, 90 minutes. General classification. Release, in August.

WILLIAM R. WEAVER

Von Stroheim Dies

PARIS, May 13—Film actor and director Erich von Stroheim, one of the pioneers in Hollywood's early days, died yesterday of cancer at his home near Paris. The 71-year-old nobleman had been paralyzed for several months. His best known pictures were "Sunset Boulevard," "The Great Illusion," "Tempest Over Asia" and "Five Graves to Cairo."

Millar Leaves RKO

HOLLYWOOD, May 13 — Stuart Millar has asked for and been granted a release from his producer contract at RKO, William Dozier, RKO vice-president in charge of production, has announced.

No High Court Review Of Nasser-UA Action

From THE DAILY Bureau

WASHINGTON, May 13. — The Supreme Court today refused to review an appeal by James Nasser Productions, Inc., against the actions of district court judge Thurmond Clarke.

The Nasser firm and several related firms and individuals were sued by United Artists Corp. for alleged copyright infringement on several films. They argued that the judge acted arbitrarily and showed partiality to the plaintiffs, and asked the higher courts for relief. Today the Supreme Court refused to interfere in the lower court proceedings.

. . . NEWS ROUNDUP

Levine Golf Event Chairman

Martin Levine, executive of Brandt Theatres and past president of New York's Cinema Lodge of B'nai B'rith, has been appointed chairman of the committee of the sixth annual film industry golf tournament being sponsored by the Lodge at the Vernon Hills Country Club at Tuckahoe, N. Y. on June 13.

■

'Guilt' Will Bow in Brooklyn

RKO Radio's "Finger of Guilt" will have its New York premiere on Thursday at the Paramount Theatre in Brooklyn, it has been announced by Budd Rogers, who is supervising the handling of RKO product distributed by independent local releasing organizations.

■

Spot Radio Drive for 'Fire'

Columbia Pictures and the NBC radio network have closed a deal whereby the Warwick production, "Fire Down Below," will be promoted via spot announcements and editorial-type material over the 176 stations of the network from June 10 through July 13.

■

Chicago Honors Ross Today

The U. S. Marine Corps and the city of Chicago will pay tribute today to Barney Ross, Marine combat hero, ex-ring champ and native son of Chicago, in ceremonies launching the world premiere of United Artists' "Monkey on My Back" at the Woods Theatre.

Score Davis Comment

(Continued from page 1)

he said: "In my view entertainments tax relief is not the solution to many of our problems."

The cinema men disagree with Davis violently. They discussed ways and means of getting the British film executive to qualify his statement, which has been widely circulated here via press and radio.

Sir Alexander King, Scottish cinema magnate, and a champion for tax cuts, said he has nothing personal against Davis but described the point in his speech as unwise. Another exhibitor, Jack Prendergast, of Leeds, England, said that, as a result of this going out to the world the Gleneagles convention of 1957 would go down as "the Glencoe massacre conference."

Exhibitors from all parts of Britain urged total abolition of the tax.

A move will be made to contact Davis and get him to qualify his remark on the tax. Exhibitors had high praise otherwise for his speech.

Okay Buy of KTLA, Para. Music Firms

(Continued from page 1)

was an agreement to purchase the outstanding stock of WNEW Broadcasting Inc., operating New York radio station WNEW, and an employment agreement under which Richard D. Buckley, president of WNEW, would head that division of Du Mont.

The stockholders approved a restricted stock option plan for employes and elected the following directors: Barney Balaban, Buckley, Allen B. Du Mont, Armand G. Erpf, Thomas T. Goldsmith, Jr., Bernard Goodwin, Robert C. Jones, Paul Raibourn, Percy M. Stewart and Edwin L. Weisl.

Goodwin, president of Du Mont Broadcasting, told stockholders in reply to inquiries that the company will be engaged in expansion which will command cash resources to the exclusion of dividends for the next several years. The expansion, he said, will involve acquisition of the maximum number of station outlets permitted, namely, seven radio, five television and two UHF stations. Some of them may be acquired later this year, he said.

Goodwin pointed out that the company is new, having been spun-off from Du Mont Laboratories only a year and one-half ago, and had started with a minimum of resources. For those reasons, he said, consideration of dividend payments must wait upon expansion.

A proposal to change the name of the company which had been scheduled to be acted upon at the meeting was postponed indefinitely.

The Paramount music publishing companies which will be acquired by Du Mont Broadcasting along with station KTLA if negotiations are consummated include Famous Music Corp., wholly owned, and Paramount-Roy Rogers Music Co. Inc., and Gomalco Music Corp., 50 per cent owned.

Liabilities to Be Paid

The WNEW purchase would be for 270,147 shares of Du Mont Broadcasting valued at $8.25 per share, and $2,932,087 in cash. Du Mont Broadcasting also would pay liabilities and obligations of WNEW, which aggregated $1,760,664 as of May 1.

As part of the WNEW acquisition, Du Mont Broadcasting would borrow $3,500,000 from The Bank of New York and Manufacturers Trust Co., which would be used to prepay the company's presently outstanding Bank of New York loan of $500,000, to supply the balance of the cash required for the acquisition of WNEW, and to augment the working capital of the company.

58 Per Cent of Shares Represented

There was represented at the meeting approximately 58 per cent of the Du Mont Broadcasting shares outstanding.

Meet in U.K. on Releasing 'Ten'

Plans for the release in England and Europe of Cecil B. DeMille's "The Ten Commandments" will be outlined at a meeting called for next week in London by George Weltner, president of Paramount Film Distributing Corp. Chairman will be Clay Hake, managing director of Paramount in Australia-New Zealand.

With Paramount managers from Great Britain and Continental countries and executives from the New York home office participating, the seminar will convene at the Westbury Hotel, London, on Monday, and continue for three days. Speakers, in addition to Weltner and Hake, will include James E. Perkins, executive vice-president; Jerry Pickman, vice-president, and Charles Boasberg, head of worldwide sales for "The Ten Commandments."

Paramount European representatives who will attend are: Fred Hutchinson, John B. Nathan, Russell Hadley, Henri Michaud, Tony Reddin, Henri Klarfeld, Odette Ferry, Robert Rochefort, Pilade Levi, Boris Jankolovics, K. F. J. Wijamuller, Oswald Croft, Norman Gild, Fred Gill, H. S. Marshall, J. T. Thornley, G. Hawksbee, H. A. Class, D. A. Wright, N. Barfield, Richard Edelstein, Gunter Schock, Jules Gendre, Stephen Clug, J. Gibson, T. H. Ainsworth, Douglas Abbey, Peter Reed and Hugh Corne.

Randy Wood V.-P.

(Continued from page 1)

since its formation by him in 1950. Dot, which did a gross business of $6,800,000 for the year ending April 30, 1957, was acquired by Paramount last month through the delivery of 54,000 shares of Paramount common stock to stockholders of Dot Records.

'Bus' Opens May 29

20th Century-Fox's "The Wayward Bus" will open May 29 at the Victoria Theatre here.

Para. Quarter

(Continued from page 1)

were estimated at $1,372,000 or 64 cents per share, exclusive of $350,000 or 16 cents per share profit on the sale of film shorts, etc. The total shares outstanding at March 29, 1956, were 2,141,116.

The board of directors yesterday voted a quarterly dividend of 50 cents per share on the common stock payable June 14 to holders of record May 27.

THE BIG ONES...
are advertised in LIFE
HAL WALLIS' Production
"GUNFIGHT AT THE O.K. CORRAL"
A Paramount Picture
. . . in LIFE's May 20th issue.
ADVERTISED IN LIFE
THE BIG ONE IN MOVIE SELLING

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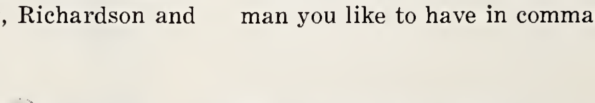
TWA CAPTAIN FRED G. RICHARDSON flew the first 4-engine passenger plane across the Atlantic and, on one memorable occasion during World War II, had as passengers *all* the Allied joint chiefs of staff. Today, between regular flights out of Kansas City, Richardson and his wife Anne collect and refinish antique furniture. Captain Richardson, with more than 5 million miles of flying, is the solid kind of man TWA traditionally puts on the flight deck, the kind of man you like to have in command.

TWA



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All the News That Is News

MOTION PICTURE DAILY

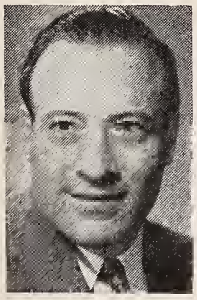
Concise and to the Point

VOL. 81, NO. 94 NEW YORK, U.S.A., WEDNESDAY, MAY 15, 1957 TEN CENTS

In 100 Runs

Gross of 'Ten' To Date Totals $15,000,000

Of 13 Openings in '56 Only One Has Shut Down



Charles Boasberg

Cecil B. DeMille's "The Ten Commandments," which has had about 100 runs since its world premiere last fall, has grossed between $14,000,000 and $15,000,000 to date, according to Charles Boasberg, Paramount Film Distributing Corp., sales executive.

Boasberg, who is currently preparing to leave here at the weekend for two weeks in London to attend sales meetings on the September opening of the De Mille presentation abroad said that based on "the tremendous success" the picture has had thus far, he believes it

(*Continued on page 7*)

B & K '56 Earnings Are $2.50 Per Share

Special to THE DAILY

CHICAGO, May 14.—At the annual meeting of Balaban and Katz stockholders today it was reported net earnings for 1956 after all expenses, including taxes, amounted to $2.50 per share as compared to $4.77 per share for 1955.

David Wallerstein's appointment as president was formally confirmed, and Arthur A. Goldberg was elected a di-

(*Continued on page 6*)

Television Today Page 6

Justice Still Studying NT Request to Produce Films

From THE DAILY Bureau

WASHINGTON, May 14 — The Justice Department said it did not look for action "very soon" on a request by National Theatres for authority to produce feature films.

A department official admitted that such a request was under consideration by the Anti-Trust Division, but added that some details are still to be supplied.

USIA Fund Cut More in Senate

From THE DAILY Bureau

WASHINGTON, May 14 — The Senate Appropriations Committee today chopped funds for the U.S. Information Agency even more deeply than did the House of Representatives.

At the same time, it ordered the agency to cut out competition with private communications media overseas, and said it favored putting it back under the State Department.

The committee voted only $90,-

(*Continued on page 7*)

Barnes Asks that SBA Be Made Permanent

From THE DAILY Bureau

WASHINGTON, May 14. — Small Business Administrator Wendell Barnes urged the House Banking Committee to make SBA a permanent agency of the government.

He testified as the committee

(*Continued on page 7*)

At Second Day of Meetings

Agree Clearances, Runs Are 'Arbitrable'

Appoint Sub-Committee to Work on Plan For Organizing, Financing Arbitration

By LESTER DINOFF

Distributor and exhibitor representatives in their second day of conferences designed to formulate a workable industry arbitration and conciliation system yesterday reached agreement on a number of subjects considered arbitrable, particularly those relating to clearances and runs, it was reported following a joint meeting at the board room of the Motion Picture Association of America here.

Earlier, they had agreed to a conciliation plan, virtually the same as that contained in the abandoned 1955 draft. Efforts will be made to salvage as much of that draft's arbitration provision as possible, too.

The conferences, which will resume at 10 A.M. today at the MPAA offices, will go into other subjects to be considered arbitrable, among them

(*Continued on page 2*)

A. W. Schwalberg to NTA Executive Staff

Alfred Schwalberg

Alfred W. Schwalberg, a veteran of more than 30 years in the motion picture industry has joined the executive staff of National Telefilm Associates, Oliver A. Unger, NTA executive vice-president, announced yesterday. Unger said that Schwalberg "will devote himself to overall management activities" and also will be responsible for the operations of NTA Pictures, Inc., NTA's theatrical distribution arm.

Schwalberg comes to NTA from

(*Continued on page 6*)

AIP Releasing Policy Revised by Nicholson

From THE DAILY Bureau

HOLLYWOOD, May 14 — Complete revision of American International Pictures releasing policy, designed to bring the exhibitor the maximum supply of product in times most needed, was announced today by president James H. Nicholson on

(*Continued on page 7*)

REVIEW:

The Prince and the Showgirl

Warner Bros.

HOLLYWOOD, May 14

IN A KIND of hands-across-the-sea cooperative undertaking without precise precedent in motion picture annals, if in any, America's Marilyn Monroe and England's Laurence Olivier conspire, in high good humour, to give royalty and its routines such a ribbing as hasn't been witnessed heretofore in any spectator medium. The talents and styles of the two principal players are singularly congenial, for an undertaking of this kind, and the outcome of their joint efforts is an immensely amusing

(*Continued on page 6*)

Sidney Franklin Named Ben Thau's Associate

From THE DAILY Bureau

HOLLYWOOD, May 14 — Sidney Franklin today was named by Joseph R. Vogel, Loew's-MGM president, to serve as associate to Ben Thau in MGM's production activities. Franklin, well known producer-director, won the Irving Thalberg Award in 1952 and has handled many of MGM's most important productions over the years.

PERSONAL MENTION

Kenneth Clark, vice-president of Motion Picture Association of America, has returned to Washington from New York. **Taylor Mills**, director of information for the association, was in Washington yesterday from here.

•

Charles "Bud" Barry, vice-president of Loew's, Inc., in charge of TV operations, returned to New York yesterday from the Coast.

•

R. E. Warn, vice-president of Westrex Corp., is in Hollywood from New York.

•

B. G. Kranze, vice - president of Stanley Warner Cinerama, will leave here on Saturday aboard the "Ile de France" for Europe.

•

William Wetsman, of Wisper-Wetsman Theatres, Detroit, will be married in the summer to **Valerie Oppenheim**, daughter of **Royal Oppenheim**, owner of leased theatre properties.

•

Mario di Palma, of the 20th Century-Fox home office publicity department, has left here for an extended tour of duty with the U. S. Navy.

•

Chana Chaikijkarana, Paramount's manager in Bankok, has arrived in New York from the Far East via London.

•

Ary Lima, Warner Brothers supervisor for Brazil, Argentine and Uruguay, has arrived in New York from Rio de Janeiro.

'Desk Set' Premiere At Roxy Here Tonight

20th Century-Fox's "Desk Set" will have its world premiere at the Roxy Theatre here tonight in a benefit for the National Urban League, an organization devoted to inter - racial understanding. Robert W. Dowling is chairman of the benefit premiere committee.

Attending will be entertainment celebrities and civic and social leaders. Among the celebrities invited are Janet Gaynor, Joan Blondell, Dina Merrill, Arlene Dahl, Tommy Sands, Joan Crawford, Richard Widmark, Dolores Michaels, Karl Malden, Mickey Rooney, Betsy Von Furstenberg, Nina Foch, Jan Sterling and Myrna Loy.

Agree on Clearances, Runs

(*Continued from page* 1)

conditioning, contract violations, print shortages, competitive bidding and pre-release of pictures.

Representatives of Theatre Owners of America, Allied States Association, Independent Theatre Owners Association, the Motion Picture Association of America, and the distribution steering committee on arbitration, entered the current talks with the understanding that film rentals and sales policies would not be discussed and that the talks would be along the lines of the recommendations of the Senate Small Business Committee.

Publicity Committee Speaks

Following the second day of conferences yesterday, the "publicity committee" issued the following communique: "The conference went into its second day in its deliberations to develop suitable arbitration machinery and to agree on subjects considered arbitrable.

"The conference agreed to explore a number of possibilities relating to the organization and financing of an arbitration system that would prove practicable under present day conditions and appointed a sub-committee to work on this and to report back.

"The conference went on to a study of specific subjects considered to be arbitrable particularly in relation to clearances and runs. These subjects will be further discussed when the conference reconvenes at 10 A.M. tomorrow."

Once again, the "publicity committee" did not disclose the names of the industry figures on the sub-committee appointed. Following Monday's meeting, the "publicity committee" said that a conciliation group was named, but those on the group were not identied. Representatives attending the conferences have been "sworn to secrecy."

However, one official attending the conferences stated that the roster of the committees is not complete as yet due to the fact that each individual group wants to discuss the committee matters on its own with the names being finalized at a later date.

The 1955 arbitration draft's provisions on conciliation, which are listed in four sections, were picked up almost intact for inclusion in the arbitration and conciliation plan.

Four Part Plan

The first of the four sections deals with controversies which an exhibitor has not been able to settle with a distributor, arising on the merits of their relationship, which are to be submitted to conciliation amicably, informally and quickly; second—the manner in which conciliation shall be conducted; third—the function of the associates of the exhibitor and distributor shall be limited to the endeavor to assist in disposing of the controversy being conciliated; fourth—nature of the discussion shall be confidential and without prejudice and shall not bar an exhibitor from resorting to arbitration under this agreement, or to litigation.

Ross Scores 'Monkey'; U.A. Claims a 'Switch'

Barney Ross, subject of the Edward Small production, "Monkey on My Back," being distributed by United Artists, told newspapers yesterday that he considered the film "cheap sensationalism" after seeing it and would sue U.A. for $5,000,000.

Max Youngstein, U. A. vice-president, countered that Ross is on record via tape recordings, broadcasts and news clippings as saying the picture is the "best I've ever seen," "something every kid in America should see," and "an accurate story of my life."

Youngstein added that was before Ross asked for and was refused an additional $50,000 not included in his deal with Small.

Ross reportedly was in Chicago to attend the premiere of the picture last night. The picture describes Ross' addiction to drugs after the former boxing champ went through World War II as a Marine hero. The Production Code Administration has refused the picture a Code seal because it depicts the administration of drugs. The refusal has been appealed to the Motion Picture Association board of directors which is expected to hand down its decision next week.

'Bachelor Party' Will Continue at Victoria

"Bachelor Party" hit the two - week holdover figure at the Victoria here this week and will remain beyond May 29, United Artists revealed yesterday. Motion Picture Daily reported erroneously yesterday that "Bus Stop," which follows "Party" into the Victoria, would open May 29.

30 'Crowd' Charities

More than 30 charities have been designated thus far to benefit from the "your favorite charity" world premiere of Warner Bros.' "A Face in the Crowd" on May 28 at the Globe Theatre here. Ticket-holders name the charities they wish to receive their contributions.

Newark Houses Win Smoking; Exhibitor Reaction Mixed

Special to THE DAILY

NEWARK, N. J., May 14 — An exhibitor campaign to build business has resulted in the Newark Fire Department lifting old restrictions and granting permits to allow smoking in local theatres.

Theatremen in this municipality with "one floor" houses have voiced some objections while exhibitors with balconies and loges have no objections, it was reported.

ATONJ Makes Plans For Industry Outing

Plans for the staging of an all-industry outing on June 6 to be conducted under the auspices of Allied Theatre Owners of New Jersey were completed here yesterday when the exhibitor unit's membership met to hear a report from its delegates to last week's national Allied board meeting, according to ATONJ president Sidney Stern.

ATONJ has scheduled a complete day of sports activities and entertainment at the Rockaway Hills Country Club in Denville, N. J., to which industry men and women are welcome, he said. Stern added that the ATONJ membership will also hold a brief meeting that day to elect officers.

Report by Dollinger

The membership yesterday heard a complete report on the Detroit board of directors meeting of national Allied which was held in conjunction with the annual convention of Allied Theatre Owners of Michigan. Irving Dolling, chairman of the Emergency Defense Committee, reported to the ATONJ group on his committee's activities.

Stern said the ATONJ Emergency Defense Committee also presented a report on a "film company, which is seeking unfair and unreasonable terms from New Jersey exhibitors on its next 14 pictures." He declined to name the company.

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Atlanta 'Newsboy' Day To Aid Cerebral Palsy Clinic

Special to THE DAILY

ATLANTA, May 14—When hundreds of Atlanta's ex-newsboys get together Friday for the annual "Old Newspaperboys Day," they'll do more than talk over old times and renew acquaintances. The affair is dedicated to selling newspapers so that patients of the Atlanta cerebral-palsy clinic can have the facilities and training required to fit them for better and more useful lives.

Every year the Atlanta Variety Club and the "Atlanta Journal-Constitution" roundup the "old" newspaperboys and many who never delivered a paper. The goal this year is $100,000.

British Exhibitors Accept 'Levy Penny'

Special to THE DAILY

GLENEAGLES, Scotland, May 14.—A plan for an extra penny on all seat prices, to be payable as statutory levy, was accepted by the General Council of Cinematograph Exhibitors' Assn. in its summer conference held here.

The proposal is that it would be known as "the levy penny," and would be added on basis of no additional tax liability attaching to it. The plan is to be sent to the board of trade and the British Treasury.

Exhibitors estimate that such a "levy penny," at current rates of admission to taxable seats, would yield approximately $12,000,000. British exhibitors are also likely to propose some form of exemption limit for cinemas with small net takings.

Little Hope Seen for Government Acceptance

LONDON, May 14—There is little hope of the CEA's 'levy penny' scheme being accepted as an amendment in the Finance Bill, according to government and opposition sources. The scheme is dependent, states a report of the CEA's Finance and Management Committee, on exhibitors in general raising admission prices to the extent of one penny. The levy cost would therefore be passed on to the public. The industry plans an early approach to the Board of Trade and it is hoped they will pass it on to the Treasury.

Parliamentarians, however, point out that the scheme, especially the 'passing of the levy cost to the public', is ill-timed and likely to damage the industry's case for further tax relief. Moreover, the Treasury is unlikely to sanction the 'no tax liability penny' included in the scheme.

Continental Moves

Continental Distributing, Inc., will move to new and larger quarters here today in the General Motors Building.

Decision on Shutting Churubusco To Be Made in Mexico Tomorrow

Special to THE DAILY

MEXICO CITY, May 14 — All-out efforts to avert the closure, announced for May 30, of the Churubusco studios here, Mexico's largest and best equipped motion picture plant, are being made by the Ministry of the Interior, top Government department that governs cinematographic affairs for the National Administration, and the Producers Assn. The producers are holding an emergency meeting Thursday for the purpose of adopting action to prevent the closure, according to its president, Gregorio Wallerstein.

The closure was recently threatened by Emilio Azcarraga, motion picture-radio-TV executive, speaking as the studios' board chairman. He blamed a deficit of $920,000 accumulated since the studio opened in 1946, which was announced by its manager, Cesar Santos Galindo, in an official letter to the Ministry, the Association and Congressman Jorge Ferretis, chairman of the National Cinematographic Board.

Studio employees are to be cash indemnified for dismissal to the amount of $200,000 and the plant's equipment, valued at $1,440,000, is to be offered for sale at auction in Mexico or for sale abroad. The stages will be dismantled, the buildings razed, and the land will be made into a realty subdivision and put up for sale to the general public, Galindo revealed.

U-I German, Italian Sales Units Advance

Special to THE DAILY

ROME, Italy, May 14.—Universal-International's German and Italian organizations have advanced to the point where they are in close competition for the largest percentage of the company's European business, delegates to the company's 1957 European sales conference were told here today.

The conference is being attended by several top U.S.A. executives including Nate J. Blumberg, chairman of the board, who is here after visiting U-I branches in France and Germany; Alfred E. Daff, executive vice-president of Universal Pictures, and president of its overseas subsidiary, and foreign general manager, Americo Aboaf.

Prefacing the business sessions, the company was honored by an unprecedented private audience granted the conference delegates by Pope Pius XII in the Vatican last Sunday.

'12 Men,' 'Teahouse' To Berlin Festival

United Artists "12 Angry Men" and M-G-M's "Teahouse of the August Moon" have been chosen as the official American entries in the Berlin Film Festival, June 21-July 2, it was announced here yesterday by the Motion Picture Export Association.

A Columbia Pictures short subject, "Mr. Magoo's Puddle Jumper," was another nomination of the export association.

Jean Seberg to Tour

Jean Seberg, who has the title role in Otto Preminger's "Saint Joan," will tour 12 cities of the U. S. and Canada to spotlight forthcoming premieres of the United Artists release. The actress, beginning tomorrow, will visit Montreal, Toronto, Detroit, Boston, Washington, Philadelphia, Chicago, Minneapolis, Denver, Seattle, San Francisco and Los Angeles.

Columbia to Release Six Films in June

Columbia Pictures will release six feature productions in June, its largest schedule in recent years, according to an announcement by general sales manager A. Montague. The company will also distribute the Variety Clubs International film, "Heart of Show Business," during June.

The six feature releases include "The Garment Jungle," "Calypso Heat Wave," "The Burglar," "Beyond Mombasa," "The Giant Claw" and "The Night the World Exploded."

'80 Days' to Open in Cleveland on June 12

Special to THE DAILY

CLEVELAND, May 14. — Announcement has been made that the 29-week engagement of "The Ten Commandments" at Loew's Ohio Theatre will end on June 5, and that Michael Todd's "Around the World in Eighty Days" in the Todd - AO process will follow, opening on June 12.

The 1,600-seat Ohio will be dark one week for installation of the Todd-AO equipment.

Acosta to Columbia

Gustavo Acosta, formerly secretary-treasurer of Azteca Films, has been named Western supervisor for Columbia Pictures' new Mexican films division, it was announced yesterday by Donald F. McConville, head of the division. Acosta's headquarters will be established in Columbia's Los Angeles branch office.

Switch 'Joe' Premier

"Joe Butterfly," a Universal-International release, will have its world premiere at the Mayfair Theatre here on May 29 instead of at the Paramount Theatre in Norfolk, Virginia, on June 7 as originally announced.

Para. Has 20 Films in Production or Finished

Paramount Pictures currently has 20 films which will be in various stages of production and release for the balance of 1957, the company reported yesterday. All will be in VistaVision and a large number in Technicolor, it was said.

The breakdown is as follows: nine films in release or scheduled for early release; two completed and awaiting release; nine shooting or in various stages of production.

PEOPLE

Carl M. Loeb, president of the Community Council of Greater New York, will serve as honorary treasurer of the "Your Favorite Charity" world premiere of "A Face in the Crowd," Warner Brothers release, on May 28 at the Globe Theatre here.

•

William C. McCraw, late industry leader of Texas and one-time general counsel of Texas COMPO, will be honored by the latter organization and Coca-Cola Co. by their distribution of copies of his book, "Professional Politicians," to top figures in the industry throughout the state of Texas.

•

Martin Starr, Hollywood reporter of the Mutual network, has been named—for the fourth successive year —"Radio's Most Authoratative Commentator on Hollywood" by delegates to United Fan Clubs of America at their convention in Atlantic City.

•

Sophie Weinberg, in charge of Paramount corporate and legal production files, has resigned after 32 years with the company to join a New York law firm as attorney.

•

Charles G. Rose, formerly New Orleans branch manager for RCA Service Co., has been named manager of the Memphis district for the company, succeeding **P. H. Brune**, recently appointed service manager, consumer products, Southwestern region.

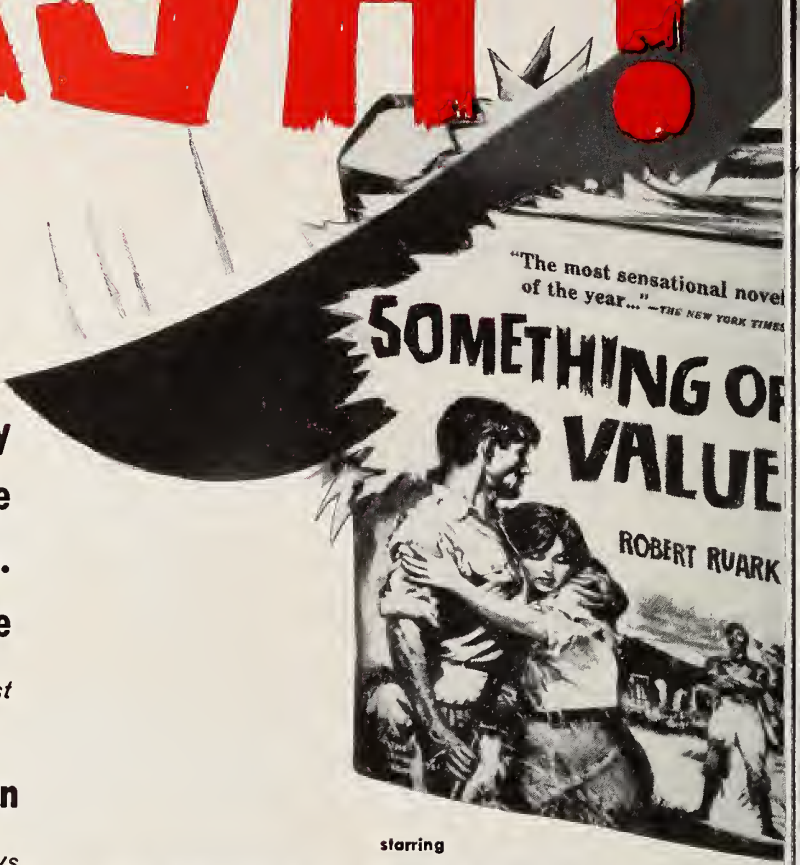
Friedman Joins UA as Master Print Booker

Martin Friedman, formerly head of the playdate department at Paramount, has joined United Artists as master print booker, it was announced yesterday by James R. Velde, general sales manager.

Friedman entered the industry in 1928 with the Warner Brothers office staff, served with the U. S. Marines in World War II and joined Liberty Films in 1946 prior to his association with Paramount.

M-G-M's NEW

SMASH!


"The most sensational novel of the year..." —THE NEW YORK TIMES
SOMETHING O
VALUE
ROBERT RUARK

The N.Y. Reviews:

"EXCELLENT! DON'T MISS IT! Eloquent and exciting picture filmed brilliantly by M-G-M with a realistic blending of violence and compassion. Sidney Poitier is really great. In all ways an admirable job of motion picture making." *—Irene Thirer, N.Y. Post*

"An arresting film, highly realistic. Rock Hudson forceful. A fine cast." *—Kate Cameron, Daily News*

"A great tapestry crowded with people and events. There is something for everybody. A rousing film." *—William K. Zinsser, Herald Tribune*

"Hard-hitting dramatization of Robert C. Ruark's book. A graphic presentation." *—Bosley Crowther, Times*

"Realistic adventure based on the Mau Mau uprising in Africa." *—Alton Cook, World-Telegram-Sun*

"An excellent job of transferring 'Something of Value' to the screen. Arresting in its development, sustains a tense mood throughout. Very dramatic." *—Rose Pelswick, Journal-American*

starring

ROCK HUDSON

DANA WYNTER

SIDNEY POITIER

with

WENDY HILLER • JUANO HERNANDEZ • WILLIAM MARSHALL

Screen Play by **RICHARD BROOKS**

Based on the Book "SOMETHING OF VALUE" by ROBERT C. RUARK

Directed by **RICHARD BROOKS**

Produced by **PANDRO S. BERMAN**

BIGGEST FIRST WEEK-END BIZ IN A YEAR AND A HALF AT ASTOR, N.Y.

The director and producer of M-G-M's famed "Blackboard Jungle," Richard Brooks and Pandro S. Berman, have made another explosive attraction whose reception by the public in its World Premiere at the Astor, N. Y. forecasts a new "Jungle" box-office bomb-shell!

Television Today

Early Toll-TV Edict Pledged

From THE DAILY Bureau

WASHINGTON, May 14 – Members of the Federal Communications Commission today promised House Commerce Committee chairman Harris (D., Ark.) an early written answer to his questions about the commission's authority to approve toll television.

Chairman George C. McConnaughey and other FCC members and aides met for over an hour late today with Harris. Views were exchanged, but no attempt was made by anyone to "convert" anyone else, and no conclusions were reached.

Harris, whose committee has jurisdiction over the FCC, recently wrote the commission, raised a series of basic questions as to whether the FCC has the power to authorize toll-TV and whether it felt it should do this, if it had the power. The commission, which had been meeting on and off for some time on the question, then decided it could take no further action until it had talked to Harris.

McConnaughey today emphasized that while the FCC had been studying the matter for some time, no final conclusion had been reached. He promised the commission would supply Harris as soon as possible with a written answer. Members said it was possible the matter might be taken up at an FCC meeting tomorrow, and if not, at a meeting next week.

Reportedly, majority of the commission has been ready to okay a limited public test of subscription television.

Create New NBC Unit To Aid Advertisers

The creation of a new NBC unit—the Television Station Sales Unit – designed to aid advertising agencies and clients in making the most effective use of network television has been announced by William R. (Billy) Goodheart, Jr., vice-president, television network sales.

Goodheart said the new unit will be headed by C. Herbert Clarke as manager, station sales.

One Man's TViews

By Pinky Herman

JOAN CAULFIELD'S new situation comedy, TVehicle, "Sally," which will tee off Sunday, Sept. 22 (7:30-8:00 P.M.) will feature Marion Lorne (remembered for her fine comedy characterization in "Mr. Peepers") and will be alternately sponsored by the Chemstrand Corp. and Royal McBee Corp. The Frank Ross Production will be directed by William Asher. . . . The Bert Lowns (He's Western CBStation relations manager) spending their 25th wedding anniversary in Honolulu. (For such swell folks we hope it'll always be "Bye Bye Blues.") . . . Joe Graham, formerly producer-director-writer at ABC has joined a new TV producing firm, Dallas Film Industries, Inc., as executive producer. Joe's initial effort will be a series of half-hour dramatic telefilms, starring Richard Kiley with stories based on insurance frauds and rackets.

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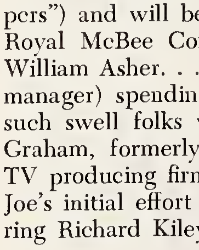


Elmer O. Wilschke

Fine Sound, under the expert management of veep Elmer O. (Ed) Wilschke and the effectiveness of the sales policy under the direction of Betty Jane Keilus, will take over the two floors at 711 Fifth Ave. in New York which will be vacated at the end of July by station WMGM. The expansion move will give Fine Sound approximately three times the current space and makes possible the extension of its dubbing, recording and editing service to motion picture producers as well as producers of telefilms, ET's and advertising agencies. . . . ABCommentator Edward P. Morgan will receive an honorary degree of Doctor of Letters June 2 at Whitman College, Walla-Walla, Washington, his alma mammy. . . . More than 17 million visitors including people from all over the world have inspected the radio, TV and electronics exhibits at the RCA Exhibition Hall in Radio City since the opening of the colorful showplace May 14, 1947. . . . Bud Palmer, former basketball star and ace sportscaster, has been signed to host "The Big Moment" a half hour telefilm sports series, produced by Sterling TV and skedded for NBChannelling every Friday from 9:00-9:30 P.M. starting July 5.

The Prince and the Showgirl

(CONTINUED FROM PAGE 1

entertainment of mature design for adult acceptance. The attractio looks like a guaranteed financial success in the English-speaking world and probably in all other worlds not in total control of an absolute monarch with no sense of humour at the moment of exhibition. It's a picture to be seen from no starting point save the opening scene, and in its 116-minute length it shapes up as ideally suited for roadshow-type programming.

The scene of the picture is London, in the year 1911, when royalty was enjoying a happier time, world around, than it is today, and when a camera that poked its nose into a monarch's private chambers would have been in line for dungeon disposal. World War One was still three years distant, Kaiser Bill was a royal cousin in good standing, America and Americans were regarded as far away and somewhat quaint, in an upstart way, and London was accustomed to spreading itself in hospitable welcome to visiting sovereigns—even little ones like the Grand Duke Charles, Regent of the Balkan state of Carpathia—who is played by Olivier with skill, taste, candour and a degree of controlled abandon. In this London of 1911, as in other world capitals, and elsewhere, there was a royal pastime, widely held to be a royal prerogative, consisting of a ceremonious invitation extended to a chosen one to join the royal personage in his chambers for supper and so on. The fair one in receipt of the invitation from the sovereign played by Olivier is, of course, Miss Monroe, an American chorus girl who happens to be appearing in a musical which Olivier happens to attend on the evening of his arrival in the British capital.

The foregoing paragraph outlines the time, the castings, and carries the story forward to the principal incident, which is practically the only incident of importance to the plot and which consumes nearly all of the remaining running time. The monarch sends his minions with the message of invitation. The chorus girl accepts and arrives in due course at his chambers. He sets out to run through the established routines—wine, seclusion, elaborate verbal preludes to intimacies—but she doesn't go along with the idea immediately, as guests in kind are expected to do, and this nettles her host no end. Dialogue, situation, gesture and expression, here and throughout the several successive chamber sequences, and others, are skilfully handled, so as to hover between humour and amour, by both players and by the many others, led wonderfully by the great Sybil Thorndyke, drawn from England's splendid talent force.

The picture was produced and directed by Olivier from a screenplay by Terence Rattigan, who also wrote the play, "The Sleeping Prince," from which the picture is derived.

Running time, 116 minutes. Adult classification. Release date, July 6.

WILLIAM R. WEAVER

B & K Earnings

(*Continued from page 1*)

rector to fill the vacancy created by the death of John Balaban. Other directors are Leonard H. Goldenson, David Wallerstein, Sidney M. Markley, Simon B. Siegel, Edward L. Hyman and Elmer C. Upton.

Buy Paragon Agency

TORONTO, May 14 – With the acquisition of Paragon Booking Association in Toronto, Associated Theatre Services Company, a Winnipeg booking and buying organization, will now service some 50 theatres. Partners in Associated are Charles Krupp, Barney Brookler and Murray Sweigman of Theatre Poster Service Ltd.

Fire Destroys Theatre

TUNNELTON, W. Va., May 14.—The Tunnelton Theatre here was destroyed by fire Friday. The adjoining building was also destroyed.

Schwalberg

(*Continued from page 1*)

Artists-Producers Associates, Inc., his own firm which he established two years ago. He was president of that company which was active in the distribution and production of motion pictures.

Before organizing his own company, he was associated with Paramount Pictures for a seven-year period, joining that organization in 1948 as executive assistant to Charles Reagan. He was named general sales manager the following year, and in 1950 he was made president of the Paramount Film Distributing Corp. He served in that capacity for five years.

Guild Stock Meet

Guild Films Co., Inc., will hold its annual stockholders' meeting on Saturday at 10:30 A.M. at its main headquarters here.

USIA Budget

(*Continued from page* 1)

200,000 for the agency for the year starting July 1. This year the agency has $113,000,000 and for the coming year it had requested $144,000,000. The House had voted $106,100,000. The bill will come up for a Senate vote today, and is almost certain to pass in its present form.

Senator Johnson (D., Tex.), chairman of the subcommittee that handled USIA appropriations, said there might be attempts to cut it still further.

The committee did not say how much of the total the film division should get. That branch has $7,004,320 this year and had sought $9,446,000. Under the House bill it would get $6,369,000, and would obviously get less under the Senate version.

May Aid U.S. Firms

Johnson said language in the bill would bar U.S.I.A. from carrying on any overseas activity that might "prevent private U.S. concerns from selling corresponding information services or products overseas."

The vote in favor of putting U.S.I.A. back under State was unanimous, members said. However, this would still take action by the Senate Foreign Relations Committee. The appropriations group asked the foreign relations committee to study this matter and other criticisms of U.S.I.A.

'Ten Commandments'

(*Continued from page* 1)

will have an $80,000,000 world-wide gross, with $40,000,000 coming from the domestic market, within the next two-to-three years.

The Paramount sales executive said that of the 13 openings which "The Ten Commandments" had in 1956, only one, in Cincinnati, has closed down "and that was after a 19-week run." In the 100 runs which the film has had thus far, Boasberg said some situations have been moveovers—from one house to another in the city.

"The long runs which we are enjoying are wearing out the prints," Boasberg stated.

Predicts 100 Playdates

Commenting on further openings of the picture, Boasberg said that he anticipates around 100 playdates for the late June, early July period all over the country.

In reporting on the forthcoming European sales meeting, Boasberg said that each market will be taken up individually for consideration and that the domestic experience the company has had with "The Ten Commandments" will be looked into to see if it is applicable.

He said that Clay Hake, managing director of Paramount's Australia-New Zealand division, has been appointed by president George Weltner as overseas sales head for the picture. Thirty-five persons from all European markets will attend the meeting, he said.

REVIEW:

Monkey on My Back

Edward Small—United Artists

THIS PRODUCTION, as every one who has read a newspaper must know, is the story of Barney Ross, ex-lightweight champion and twice welterweight champion of the world, ex-Marine war hero, and ex-drug addict. The story is only slightly fictionalized and then only for purposes of dramatic unity rather than under-emphasizing any of the ugly facts of the true story. It shapes up as a powerful drama of human courage and will power—and some lack of it.

Its impact is due to the excellent performances of Cameron Mitchell as Ross and Dianne Foster as his understanding wife; to the smooth production of Edward Small; the direction of Andre de Toth; and a tight script by Crane Wilbur, Anthony Veiller and Paul Dudley. What could have been a maudlin story, thanks to their combined efforts, is a top-notch production with action and suspense.

Ross actively participated in the writing and production of the script, but it pulls no punches in depicting the less savory aspects of his character along with the raw courage that made him a champion, then more importantly a war hero and most importantly carried him through the four-month agony that cured him of drug addiction.

The early stages of the picture show him as he was—reckless, irresponsible and addicted—at that time—to gambling and the roar of the crowd. The drug addiction comes of wounds and malaria contracted on Guadalcanal as a result of extraordinarily gallant action, but the script makes clear that the morphine habit he acquired was his own folly in believing it could ease his pain and that he could drop it when he wanted to. Returned to civilian life, the craving returns in ever-increasing waves, driving Ross to the depths of degradation to obtain a supply.

Here the picture leans over backward to depict the horror of drugs. The pushers Ross contacts are the most unprincipled of villains and the fellow addicts he meets in the alleyways are almost caricatures of humans.

The matter of the inclusion of one short scene showing Ross injecting morphine into his arm is currently the subject of an appeal by United Artists and the producer to the MPAA board, since the present Code prohibits the showing of the actual administration of drugs. The scene neither adds to nor detracts from the over-all story and could be eliminated without damage to the story if, as it would seem even on the basis of Ross' own testimony, it could be agonizing to anyone with present or former experience with the drug habit.

Running time, 93 minutes. Adult Classification. Release, in May.

J. D. I.

Elect 7 New Members To Board of Academy

From THE DAILY Bureau

HOLLYWOOD, May 14 — The Academy of Motion Picture Arts and Sciences has elected seven new members to the board of governors, for two-year terms, and reelected six.

Newly elected are Robert Ryan, Edgar Preston Ames, Hal Mohr, Frank Capra, Rudi Fehr, Bill Hendricks, Gordon E. Sawyer.

'Persuasion' Honored

HOLLYWOOD, May 14 — Mrs. Alfred Baruth, division chairman of the General Federation of Womens Clubs, has announced the selection of "Friendly Persuasion" as the "Best Family Picture 1956."

Wald, Murphy to Speak

HOLLYWOOD, May 14 — Jerry Wald and George Murphy will address the Hollywood Foreign Press Association "Salute to Hollywood's Tomorrow" luncheon on Friday.

AIP Releases

(*Continued from page* 1)

his departure for a European business trip.

The immediate effect of the policy change will be the release of four pictures in June, instead of two in June and two in July, in line with decisions made following consideration of a four-year industry-wide release pattern derived from a survey inspired by exhibitor expressions regarding long-standing trade procedures.

Nicholson said the studies show that fewer pictures are released in March, April, May, June, October, November and December, than in other months, as a general rule, and that AIP releases will be timed hereafter to cope with this "controlled shortage."

AIP's June releases will be "I Was a Teenage Werewolf" packaged with "Invasion of the Saucer Men," and "Naked Africa" packaged with "White Huntress."

Barnes Urges

(*Continued from page* 1)

opened hearings on legislation to extend SBA, which expires June 30 under present law. Barnes said SBA had been extended on a temporary basis in previous years, and experience showed this had "hampered the efficient operation" of the agency. He said banks and government agencies were reluctant to make arrangements with SBA when the agency is about to expire, and that short-range agencies had trouble keeping personnel.

"Establishing the Small Business Administration as a permanent agency will strengthen all of the agency's small business programs," he said.

Senate Group Okays Funds To Keep Film Branch Going

From THE DAILY Bureau

WASHINGTON, May 14 — The Senate Appropriations Committee today voted to provide funds to keep going the Commerce Department's Business and Defense Services Administration.

This division, which includes the motion picture branch headed by Nathan D. Golden, serves as a liaison office between government and business. The House had voted to abolish the agency, but the Senate committee today voted to give BDSA $2,167,000 to continue operating these divisions. This was still less than the agency asked, however, so presumably the operations would still have to be cut back from present levels.

Promote 'Garment' Here

Full-page ads appear in three New York daily newspapers today as part of the opening day campaign for the 85 theatre day-and-date premiere of "The Garment Jungle" in the metropolitan area. Other promotion includes spot announcements on 12 local radio stations. In addition Loew's Theatres has distributed streamers in the form of four-page newspapers, including a large number of stills.

FLY B·O·A·C
The Monarch
ARISTOCRAT OF THE AIR
Direct
New York • London
BRITISH OVERSEAS AIRWAYS CORPORATION
Reservations through your travel agent or call B.O.A.C. at 342 Madison Ave., New York 17, N.Y.—tel. MU 7-8900

"WAR DRUMS"

BOOMING EVERYWHERE!

a rip-roaring action thriller in war paint COLOR... off on a boxoffice rampage!

Beautiful **JOAN TAYLOR**
... loved like a woman
...fought like a wildcat!

LEX
BARKE
Magnificent
as the
mighty
Apac
Chi

"WAR DRUMS" COLOR by De Luxe

Starring
LEX BARKER

JOAN TAYLOR · BEN JOHNSON with LARRY CHANCE · RICHARD CUTTING · JOHN PICKARD

Written by GERALD DRAYSON ADAMS · Music by LES BAXTER · Executive Producer AUBREY SCHENCK · Produced by HOWARD W. KOCH · Directed by REGINALD Le BORG · A BEL AIR Production

THRU
UA

All
the News
That
Is News

MOTION PICTURE DAILY

Concise
and
to the
Point

VOL. 81, NO. 95 NEW YORK, U.S.A., THURSDAY, MAY 16, 1957 TEN CENTS

Warns of Censors

TheatreFuture Secure Despite TV: Johnston

Feels Video Can Be Aid; Urges Promotional Effort

By WILLIAM R. WEAVER

HOLLYWOOD, May 15. – "Pay-television could prove helpful to everybody, but the motion picture theatre is here to stay, and we all must do everything we can to strengthen its position and increase attendance."

This observation was made today by Eric Johnston, president of the Motion Picture Association of America, to the press at association headquarters. He emphasized that "it now

(*Continued on page* 2)

TOA Officials at SBA Seek Exhibitor Loans

From THE DAILY Bureau

WASHINGTON, May 15—Officials of Theatre Owners of America discussed with a Senate Small Business Committee staff member today the possibility of getting legislation to make more loans available to exhibitors. Philip Harling and A. Julian Brylawski, of TOA, met with Jack Flynn of the Senate committee staff. The TOA officials did not say they

(*Continued on page* 6)

Gen. Precision Profit $1,107,732 in Quarter

General Precision Equipment Corp. had consolidated net profit of $1,107,732 for the quarter ended March 31, after taxes and amortization of goodwill, compared with consolidated net profit of $346,973 for the first three months of 1956, Hermann G. Place,

(*Continued on page* 8)

Television Today Page 6

Studios' Production On Upswing: Rhoden

Special to THE DAILY

Elmer Rhoden

KANSAS CITY, Mo., May 15.—A resurging confidence in Hollywood has resulted in an upturn in activity on studio lots, Elmer C. Rhoden, president of National Theatres, Inc., said yesterday in an address at a luncheon meeting of the Kansas City Chamber of Commerce. The luncheon was given as a salute to the motion picture industry in Greater Kansas City.

During last summer, Rhoden pointed out, only six major films were in production in Hollywood, with a total investment of $35,000,000.

"Each producer was concerned," Rhoden said, "about whether he would get his investment back. These films, it now appears, are going to

(*Continued on page* 8)

USIA Budget Question To House-Senate Group

From THE DAILY Bureau

WASHINGTON, May 15 – The Senate today approved a 37 per cent cut in the appropriation requested for the U. S. Information Agency for the year starting July 1.

By 61-15 the Senate voted to give the agency only $90,200,000, compared with $144,000,000 requested. The House previously had voted

(*Continued on page* 6)

23rd Quigley Awards Judging on Monday

The 23rd annual Quigley Awards luncheon will take place Monday at Toots Shor's restaurant here. There will be approximately 85 judges present to determine the Grand Award winners for 1956.

Speaking at the luncheon will be Sol Schwartz, president of RKO Theatres Corp., and Silas F. Seadler, advertising manager of Loew's, Inc.

Adjourn Following 'Harmonious Discussions'

Resume Arbitration Meetings on June 17

Committees To Draft Conciliation Plan, Study Arbitration Machinery in Interim

By LESTER DINOFF

The joint distribution and exhibition conference on formulating a workable industry arbitration and conciliation program has been adjourned after two-and-a-half days of "harmonious discussions" until June 17 to allow two of its appointed committes to complete a draft of the conciliation plan and to study arbitration machinery which would be set up nationally, it was announced by the conference's "publicity committee" yesterday.

The series of meetings, which were held at the board room of the Motion Picture Association of America here, will be reconvened on June 17 with a thorough going-over of all arbitrable matters.

The representatives of Theatre Owners of America, Allied States Association, Independent Theatre Own-

(*Continued on page* 8)

Dowling and Porter New Directors of UA

The board of directors of United Artists Corp., meeting yesterday for the first time since the company became publicly owned last month, declared an initial regular quarterly dividend of 35 cents per common share, payable June 28 to stockholders of record June 14, and elected two new outside directors.

Robert Dowling

Robert Porter

The new directors, it was announced by Robert S. Benjamin, chairman of the board, are Robert W.

(*Continued on page* 6)

NTA Pictures Will Take Over A-PA Films

All product being distributed by Artists-Producers Associates, Inc., will be taken over by NTA Pictures, Inc. for release, under the agreement in which Alfred W. Schwalberg joins National Telefilm Associates in an executive capacity, it was reported yesterday.

Schwalberg said here yesterday

(*Continued on page* 6)

MPA Meets Tomorrow On Business Financing

A. Montague, a member of the business building coordinating committee chairmaned by Spyros P. Skouras, will report to the board of directors of the Motion Picture Association of America tomorrow on proposals presented for financing the industry building program. The

(*Continued on page* 8)

Approve NT Request for Theatre in Colorado

Federal Judge Edmund L. Palmieri yesterday signed an order granting National Theatres permission to acquire the Woodlawn Theatre in Littleton, Colo., a suburb of Denver.

The decision was handed down after a week of study of the application by Judge Palmieri. The Department of Justice and exhibitors had no objections to the NT proposed acquisition.

PERSONAL MENTION

JOSEPH R. VOGEL, president of Loew's, Inc., returned to New York yesterday from the Coast.

•

ABRAM F. MYERS, board chairman and general counsel for Allied States Association, returned to Washington yesterday from New York.

•

JERRY PICKMAN, Paramount advertising-publicity vice-president, and CLAY HAKE, in charge of overseas sales for CECIL B. DEMILLE'S "The Ten Commandments," will leave here for London today via B.O.A.C.

•

ERNEST G. STELLINGS, president of Theatre Owners of America, returned to Charlotte yesterday from New York.

•

BERT ORDE, director of sales promotion for "Redbook," will leave here at the weekend for Hollywood.

•

RUSSELL HOLMAN, Paramount Eastern production manager, has arrived in London from New York.

•

GEORGE KERASOTES, chairman of the executive committee of Theatre Owners of America, returned to Springfield, Ill., last night from New York.

Bernstein Asst. Head Of State Film Division

Special to THE DAILY

ALBANY, N. Y., May 15—Sidney Bernstein has been promoted from reviewer to assistant director of the State Education Department's motion picture division, effective May 23. Announcement of his advancement by Dr. James E. Allen, Jr., commissioner of education, was made here today. The position pays from $7,500 to $9,090, in six annual increments.

A disabled World War II veteran, Bernstein succeeds Louis M. Pesce, recently made director of the division. The new appointee passed second in a civil service examination for the job; first, for reviewer, seven years ago.

A graduate of City College of New York, Bernstein studied at the University of Paris and the Sorbonne.

'Gate' Opens Wednesday

Samuel Fuller's "China Gate," a 20th Century-Fox release, opens next Wednesday, at the Paramount Theatre here.

Johnston Sees Future Secure

(*Continued from page 1*)

is generally conceded that showing motion pictures on television has stimulated interest in attending theatres."

Domestic business is slightly better than a year ago, said Johnston, and revenue from the foreign field in 1957 should just about equal 1956. At this time, he pointed out, the American industry is deriving approximately 50 per cent of its revenue from the foreign market, considering Canada as foreign.

Expanding his comment on pay-television, Johnston said he has not spoken with any members of the Federal Communications Commission and has no private information on the matter, but there is general speculation that FCC will authorize some form of pay-television test, possibly within a year. "That experiment being made in Oklahoma," he said, "will be indicative in many ways."

'Going Out' Ever Popular

Declaring, "I am one of those who believe the motion picture theatre is here to stay," Johnston said young people's preference for "going out" to see pictures, housewives' desire to get away from household surroundings, gregarious habits of American families, all assure a perpetual place for the theatre. He referred indirectly to the all-industry plans in the making for a promotional campaign to stimulate interest in theatres, and said evidence that televising pictures is increasing theatre attendance is reported from all sections of the country.

Johnston sounded a warning against censorship, saying, "there are more threats of state and local censorship now than at any time since I joined the industry in 1945." He said he knows no reason for increasing agitation for censorship legislation, mentioning eight bills that have been killed in state legislatures, and others still to be opposed. He added, "we always have fought censorship, of course, and now we must fight this new rash vigorously."

Concerning the foreign field, the MPAA president said it seems the reason why revenues from abroad appear to have reached a stationary level is the increase in difficulties met with in serving the foreign market, due to a stiffening of governmental attitudes and regulations in many sectors. "We are back in Denmark, after two years under boycott," he said," "and we have been out of Spain two years now," with negotiations still in progress.

Europe, Asia Problems

Problems in Europe, Asia and South America are increasingly difficult, Johnston stated.

Queried on the progress in talks with AFM president Petrillo regarding payments to musicians for theatrical films sold to television, Johnston said no negotiations have been held, and no payments have been made to AFM by MPAA member companies, as the only payments received by AFM so far have been made by purchasers.

The MPAA contract with AFM runs to February, Johnston said, adding that the original agreement with AFM and talent guilds, made before he joined the industry, binds companies only to negotiate with them for residual arrangement.

No Increase in Irish Entertainment Levy

Special to THE DAILY

DUBLIN, May 12 (By Air Mail). —Although increases in taxes have been placed on petrol, beer, and tobacco, the entertainment levy has been left at its present level.

In his budget speech this week, Dr. Ryan, minister for finance, said: "I have had representations from cinema proprietors generally, both for relief from the weight of entertainments duty and for the revision of the structures of the existing scale of duty. In the present circumstances I am unable to agree to any concessions which would involve loss to the exchequer. I propose, however, to include in the Finance Bill a new scale of duty which will remove some unnecessarily burdensome features of the present scale."

Urban League Benefits From 'Desk Set' Bow

In a benefit performance for the National Urban League, inter-racial organization, 20th Century-Fox's "Desk Set" had its world premiere at the Roxy Theatre here last night. Attending were entertainment celebrities and civic, social and diplomatic personages.

FCC Toll-TV Decision Off Until Next Week

From THE DAILY Bureau

WASHINGTON, May 15 — The Federal Communications Commission put off until next week any action on preparing a commission answer to House Commerce Committee chairman Harris' recent letter raising questions about the FCC's authority to authorize toll television.

Whitney Reports Response To Defense of Teenagers

From THE DAILY Bureau

HOLLYWOOD, May 15—Cornelius Vanderbilt Whitney, producer of "Missouri Traveler," now shooting, and who recently defended teenagers against detractors, said today:

"I am greatly encouraged by the enthusiastic, countrywide response to the film we now have before the cameras, and to my statement deploring motion picture makers who continue to belittle American teenagers on the screen. I am receiving scores of invitations, from all parts of the nation, to speak on this subject, and there has been a flood of mail approving the theme of 'Missouri Traveler'."

Czechoslovakia Sales On MPEA Agenda Today

Current developments on pending sales of American films to Czechoslovakia will highlight the agenda of the Motion Picture Export Association board of directors meeting here today.

Also, three MPEA executives, Ralph Hetzel, Griffith Johnson and Robert Corkery, will present reports to the foreign managers group on their recent overseas trips.

Other matters on the agenda include Spanish negotiations, minor modifications in the Denmark agreement, a discussion on the recent talks with Italian film authorities, and license agreements and blocked dollars in Egypt.

Drop Four in Suit

Four defendants in an anti-trust suit filed by Morris Stein, operator of the Corona Theatre in Queens, were ordered discontinued in Federal Court here yesterday. The defendants are RKO Theatres, List Industries, Stanley-Warner Corp., and Stanley-Warner Management Corp. Other defendants, including the major distributor companies, were continued "without prejudice," the order stated. Stein has charged discrimination against his theatre in the "split" of product for RKO and Loew's Theatres in the vicinity of the Corona.

WHEN YOU NEED A GOOD
SPECIAL TRAILER QUICK

... and one that has SELL to it, SEND IT TO GOOD OLD DEPENDABLE...

Just say when you want it and YOU'LL HAVE IT!

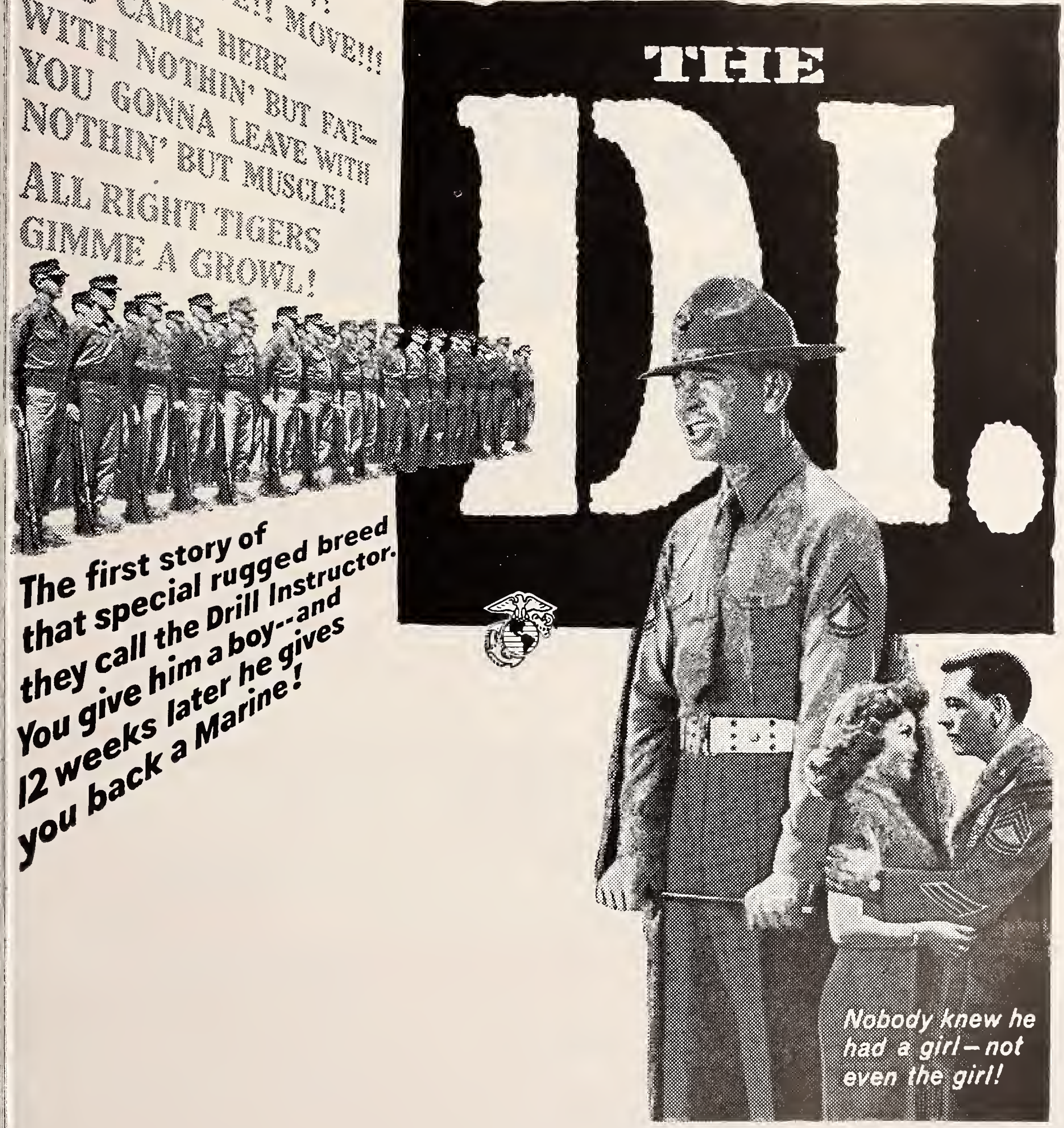
1327 S. Wabash Chicago, Ill. FILMACK 630 Ninth Ave. New York City

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

JACK WEBB

ROUGH, TOUGH AND WONDERFUL AS T/SGT. JIM MOORE, U.S. MARINES...

YOU'RE TOO SLOW!
YOU'RE TOO SLOW!
MOVE! MOVE!! MOVE!!!
YOU CAME HERE
WITH NOTHIN' BUT FAT—
YOU GONNA LEAVE WITH
NOTHIN' BUT MUSCLE!
ALL RIGHT TIGERS
GIMME A GROWL!



THE D.I.

The first story of that special rugged breed they call the Drill Instructor. You give him a boy--and 12 weeks later he gives you back a Marine!

FROM WARNERS
MAY 30!
CHICAGO THEA.
CHICAGO
JUNE 5!
PARAMOUNT
NEW YORK

Nobody knew he had a girl—not even the girl!

(The girl with the Marine blue eyes!)

PRESENTED BY WARNER BROS. STARRING DON DUBBINS · JACKIE LOUGHERY
LIN McCARTHY · MONICA LEWIS · VIRGINIA GREGG
AND "PLATOON 194"—REAL MARINES WHO MAKE A GREAT STORY RING TRUE!
SCREEN PLAY BY JAMES LEE BARRETT PRODUCED AND DIRECTED BY JACK WEBB
A MARK VII LTD. PRODUCTION

"So timely...so urgent...that we immediatel showings ever arranged in the New York territory for a Columbia picture!"

A. Montague

VICE-PRESIDENT AND SALES MANAGER:
COLUMBIA PICTURES

THE GARMENT JUNGLE

SIMULTANEOUS OPENINGS IN 85 NEIGHBORHOOD AND SUBURBAN THEATRES: TOTAL SEATING CAPACITY: OVER 145,000!...HUGE NEWSPAPER, RADIO AND TV PROMOTION SUPPORT!

Top theatres of 9 circuits involved: Loews, Skouras, Century, Randforce, Brandt, Liggett, RKO, Fabian and Island!

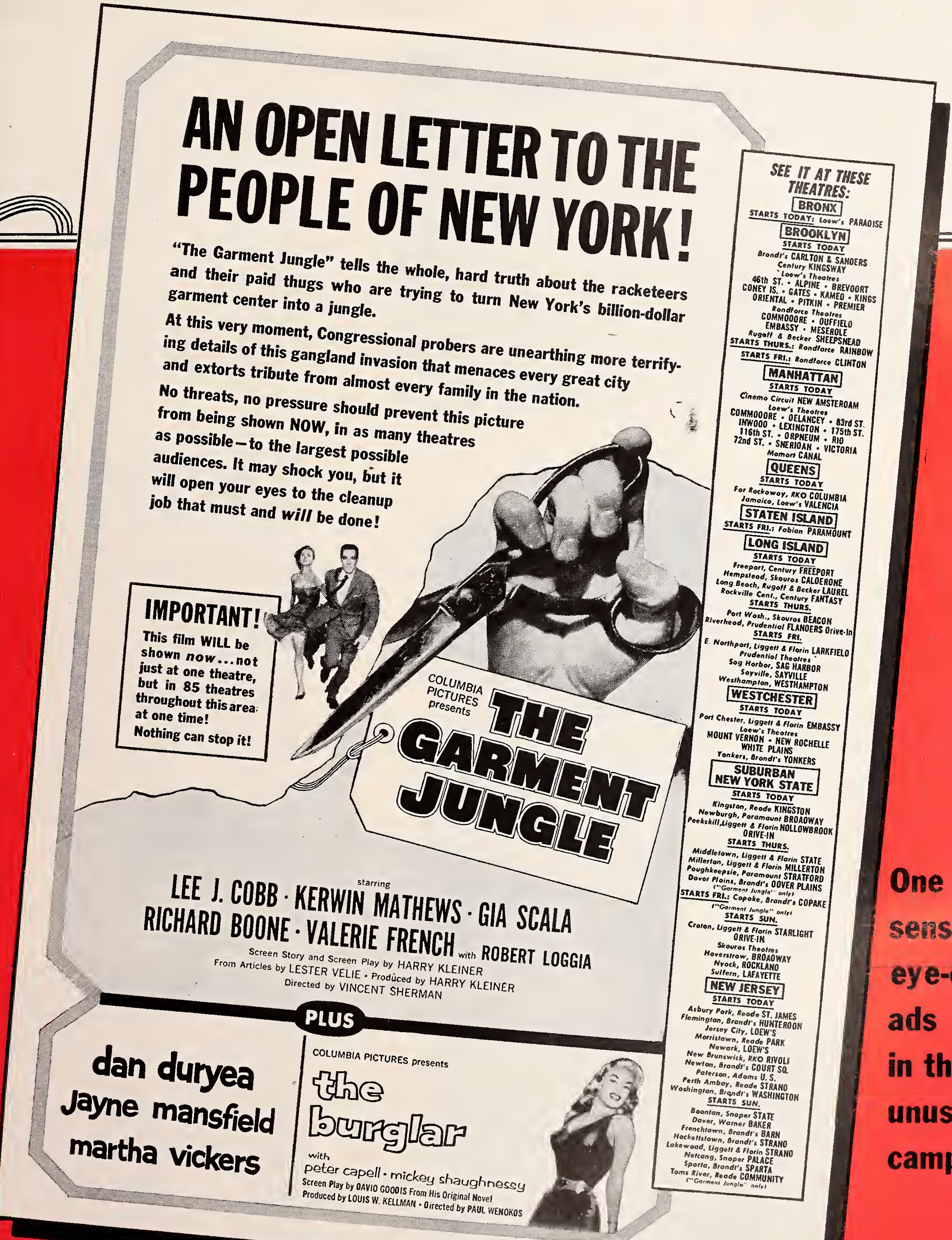
starring

LEE J. COBB · KERWIN MATHEWS · GIA SCALA · RICHARD BOONE · VALERIE FRENC

with **ROBERT LOGGIA** · From Articles by LESTER VELIE · Produced by HARRY KLEINER · Directed by VINCENT SHERMAN · Screen Story and Screen Play by HARRY KLEI

KEEP YOUR EYE ON THE HAND-TAILORED DISTRIBUTION-PROMOTION PLA

et by far the largest day-and-date



AN OPEN LETTER TO THE PEOPLE OF NEW YORK!

"The Garment Jungle" tells the whole, hard truth about the racketeers and their paid thugs who are trying to turn New York's billion-dollar garment center into a jungle.

At this very moment, Congressional probers are unearthing more terrifying details of this gangland invasion that menaces every great city and extorts tribute from almost every family in the nation.

No threats, no pressure should prevent this picture from being shown NOW, in as many theatres as possible—to the largest possible audiences. It may shock you, but it will open your eyes to the cleanup job that must and *will* be done!

IMPORTANT!

This film WILL be shown *now*...not just at one theatre, but in 85 theatres throughout this area at one time! Nothing can stop it!

COLUMBIA PICTURES presents

THE GARMENT JUNGLE

starring

LEE J. COBB · KERWIN MATHEWS · GIA SCALA
RICHARD BOONE · VALERIE FRENCH with **ROBERT LOGGIA**

Screen Story and Screen Play by HARRY KLEINER
From Articles by LESTER VELIE · Produced by HARRY KLEINER
Directed by VINCENT SHERMAN

PLUS

dan duryea
jayne mansfield
martha vickers

COLUMBIA PICTURES presents

the burglar

with
peter capell · mickey shaughnessy
Screen Play by DAVID GOODIS From His Original Novel
Produced by LOUIS W. KELLMAN · Directed by PAUL WENDKOS

SEE IT AT THESE THEATRES:

BRONX

STARTS TODAY: *Loew's* PARADISE

BROOKLYN

STARTS TODAY
Brandt's CARLTON & SANDERS
Century KINGSWAY
Loew's Theatres
46th ST. • ALPINE • BREVOORT
CONEY IS. • GATES • KAMEO • KINGS
ORIENTAL • PITKIN • PREMIER
Randforce Theatres
COMMODORE • DUFFIELD
EMBASSY • MESEROLE
Rugoff & Becker SHEEPSHEAD
STARTS THURS.: *Randforce* RAINBOW
STARTS FRI.: *Randforce* CLINTON

MANHATTAN

STARTS TODAY
Cinema Circuit NEW AMSTERDAM
Loew's Theatres
COMMODORE • DELANCEY • 83rd ST.
INWOOD • LEXINGTON • 175th ST.
116th ST. • ORPHEUM • RIO
72nd ST. • SHERIDAN • VICTORIA
Momort CANAL

QUEENS

STARTS TODAY
Far Rockaway, RKO COLUMBIA
Jamaica, Loew's VALENCIA

STATEN ISLAND

STARTS FRI.: *Fabian* PARAMOUNT

LONG ISLAND

STARTS TODAY
Freeport, Century FREEPORT
Hempstead, Skouras CALDERONE
Long Beach, Rugoff & Becker LAUREL
Rockville Cent., Century FANTASY
STARTS THURS.
Port Wash., Skouras BEACON
Riverhead, Prudential FLANDERS Drive-In
STARTS FRI.
E. Northport, Liggett & Florin LARKFIELD
Prudential Theatres
Sag Harbor, SAG HARBOR
Sayville, SAYVILLE
Westhampton, WESTHAMPTON

WESTCHESTER

STARTS TODAY
Port Chester, Liggett & Florin EMBASSY
Loew's Theatres
MOUNT VERNON - NEW ROCHELLE
WHITE PLAINS
Yonkers, Brandt's YONKERS

SUBURBAN NEW YORK STATE

STARTS TODAY
Kingston, Reade KINGSTON
Newburgh, Paramount BROADWAY
Peekskill, Liggett & Florin HOLLOWBROOK DRIVE-IN
STARTS THURS.
Middletown, Liggett & Florin STATE
Millerton, Liggett & Florin MILLERTON
Poughkeepsie, Paramount STRATFORD
Dover Plains, Brandt's DOVER PLAINS
("Garment Jungle" only)
STARTS FRI.: *Copake, Brandt's* COPAKE
("Garment Jungle" only)
STARTS SUN.
Croton, Liggett & Florin STARLIGHT DRIVE-IN
Skouras Theatres
Haverstraw, BROADWAY
Nyack, ROCKLAND
Suffern, LAFAYETTE

NEW JERSEY

STARTS TODAY
Asbury Park, Reade ST. JAMES
Flemington, Brandt's HUNTERDON
Jersey City, LOEW'S
Morristown, Reade PARK
Newark, LOEW'S
New Brunswick, RKO RIVOLI
Newton, Brandt's COURT SQ.
Paterson, Adams U. S.
Perth Amboy, Reade STRAND
Washington, Brandt's WASHINGTON
STARTS SUN.
Boonton, Snaper STATE
Dover, Warner BAKER
Frenchtown, Brandt's BARN
Hackettstown, Brandt's STRAND
Lakewood, Liggett & Florin STRAND
Netcong, Snaper PALACE
Sparta, Brandt's SPARTA
Toms River, Reade COMMUNITY
("Garment Jungle" only)

One of the sensational eye-opening ads in this unusual campaign!

OR "THE GARMENT JUNGLE" FROM Columbia!

Television Today

Greater Program Variety Will Increase Audience: Goldenson

Talking in culinary terms, Leonard Goldenson, president of American Broadcasting-Paramount Theatres, parent of the American Broadcasting Company, said yesterday that next year the three major networks will offer "a greater variation of menu" which will result in broadening the base of TV and in a larger total audience.

Goldenson, talking before a luncheon meeting of the Radio-Television Executives Society here, said that at the present time "the three networks' chefs are hard at work to create more and better gourmet dishes—to satisfy the public's growing appetite for tasty brain food." With the exception of one single half-hour period on Wednesday nights which remains the same, he said, "every other slot in prime time is seeing some program change by at least one network, and sometimes by all three."

Plans 17 Categories

"The three networks will offer up to 20 different kinds of programs," he said. "Of these, we at ABC will have 17 different categories and sub-categories, while our information is that NBC will offer 12 and Columbia 14 different kinds of program fare."

The AB-PT chief said that while the network chooses most of its programs to appeal to the most viewers, it must be remembered that "there are many publics." Thus, he added, "networks and stations present—in addition to mass appeal shows — programs of relatively lesser appeal, which add to the richness and fulfillment of our lives."

Who's Where

Robert S. Fleming, noted Midwestern newsman, will join the American Broadcasting Company's Washington staff on June 3. He will leave his present post as chief of Newsweek Magazine's Chicago bureau to go to ABC.

☐

Philip Feldman has been appointed CBS Television vice-president and business manager of talent and contract properties, Hollywood effective immediately.

☐

James P. Gilmore and **Keith Morrow** have been appointed controller and assistant controller, respectively, of operations of the Canadian Broadcasting Corp. Gilmore will continue as co-ordinator of TV.

☐

Bernet G. Hammel has been appointed assistant manager of research for the ABC Television network. He will be assigned to supervision of daily research activities and engage in development of various research projects, reporting to **Julius Barnathan,** manager of ABC-TV research.

☐

Brice Howard has been named executive producer of the NBC Educational Television Project. He succeeds **David Lowe,** who has taken leave of absence from the network to make a full-hour "March of Medicine" color film portraying the activities of American doctors around the world.

☐

Dean Shaffner will join NBC May 20 as director of sales planning, television network sales. Shaffner has resigned as vice-president in charge of sales development and research for the ABC Radio Network.

Al Naroff Dies

Funeral services for Al Naroff, West Coast manager of Trans-Lux Television Corp., were held yesterday at the Midwood Memorial Chapel in Brooklyn. Naroff, 46, died suddenly Friday while on a business trip in Santa Barbara, Calif. A motion picture and TV industry veteran of 25 years, he had been associated with Brandt Theatres prior to his joining Trans-Lux.

Color TV Is 'Mature Medium' Says Eiges

MILWAUKEE, Wis., May 15 — Color television is "a mature, established medium with national distribution," Sydney H. Eiges, vice-president, press and publicity, for the National Broadcasting Co., said here yesterday in an address before the Milwaukee Radio and TV Council.

The occasion was the Carnival of Color, being conducted here by the Radio Corporation of America as a major campaign to spread color TV throughout the country. Eiges said the production of color television programs has "no more growing pains," that it already is as completely routine as that of black-and-white shows.

Lipton Renews Godfrey

Thomas J. Lipton, Inc., has announced a renewal of its alternate-week sponsorship of "Arthur Godfrey's Talent Scouts" for one year, starting with the July 1 program. Lipton was Godfrey's television sponsor when the program had its premiere as a simulcast Dec. 6, 1948, and has continued to sponsor the show ever since.

Dowling, Porter to UA Board

(*Continued from page* 1)

Dowling, a leading figure in the real estate and building business as well as civic affairs, and Robert C. Porter, partner of F. Eberstadt & Co., investment banker. Their election increases board membership from nine to 11.

Eleven Now on Directorate

The election of Dowling and Porter increases the UA board membership from nine to 11. The management members of the board, in addition to Benjamin, include Arthur B. Krim, president; William J. Heineman, vice-president in charge of distribution; Max E. Youngstein, vice-president; Arnold M. Picker, vice-president in charge of foreign distribution; Seymour M. Peyser, vice-president and general counsel; Leon Goldberg, vice-president and treasurer; Seward I. Benjamin, secretary, and Joseph Ende, controller and assistant treasurer.

Benjamin also announced the board has issued a call for the first annual meeting of the UA stockholders on June 4 at the Rivoli Theatre here; stockholders of record May 15 wi be eligible to vote.

Dowling is president of the Cit Investing Co. and of R. E. Dowlin Realty Corp. He is also a director c Starrett Bros. & Eken, City Ban Farmers Trust Company, the Hom Insurance Company, the Home Titl Guaranty Company, R. H. Macy Co., Inc., Hilton Hotels Internationa Emigrant Industrial Savings Bank and of a number of other corpora tions.

Made General Partner This Year

Porter became associated with F Eberstadt & Co. early in 1956 an was admitted as a general partne effective Jan. 1, 1957. He is head o the firm's new business department Prior to coming with Eberstadt, Porter was secretary, general counsel and a director of Chas. Pfizer & Co. Inc., and before that was a vice-president of Chemical Bank & Trust Co A member of the New York Stat Bar, Porter practiced for severa years with the New York law firm o Cravath, Swaine and Moore.

National TV Week Set for Sept. 8-14

From THE DAILY Bureau

WASHINGTON, May 15 — Dates for the observance of "National Television Week" have been finalized, RETMA executive vice-president James D. Secrest said today. The all-industry promotion and publicity campaign this year will be celebrated Sept. 8-14, a change from the originally proposed observance date of Sept. 22-28.

The broadcasters, represented by the NARTB, agreed to the RETMA request for a new date, which was made in order that extensive new fall merchandise promotion campaigns by manufacturers and dealers would, in effect, run concurrently with the nationwide celebration, Secrest pointed out.

Sindlinger to Speak At New England Meet

BOSTON, May 15.—Albert E. Sindlinger, president of Sindlinger & Co., industry analysts, will be the principal speaker at the annual convention of Independent Exhibitors, Inc. of New England on Tuesday, June 4, at the Toy Town Tavern, Winchendon, Mass. Also speaking that day will be a representative from Jerrold Electronics Corp. of Philadelphia, who will explain the cable theatre.

The convention will open for luncheon on Monday, June 3, and the first afternoon will be devoted to film clinics and informal discussions and forums. There will be a board meeting following Monday's dinner. On Tuesday morning, four men will speak briefly on concessions for drive - ins and regular theatres.

TOA Officials

(*Continued from page* 1)

would definitely seek legislation, bu talked over with Flynn the pros anc cons of the problem.

TOA has asked SBA to make more-gage loans available to exhibitors and to take other steps to make it easie for exhibitors to get loans directly from SBA and to get private loans underwritten by SBA.

Recently SBA administrator Wendell Barnes wrote Harling that most of what TOA wanted would take legislation to change the basic SBA act, and that he didn't think Congress would or should enact such legislation.

Actually, the Small Business Committee can't handle legislation. Legislation affecting SBA must be handled by the banking committees.

NTA Pictures

(*Continued from page* 1)

that all of his "key personnel" from A-PA will join him at NTA where he will also be responsible for the operations of NTA Pictures, Inc., the company's theatrical distribution subsidiary.

He said that negotiations are currently being concluded regarding the A-PA product.

USIA Budget

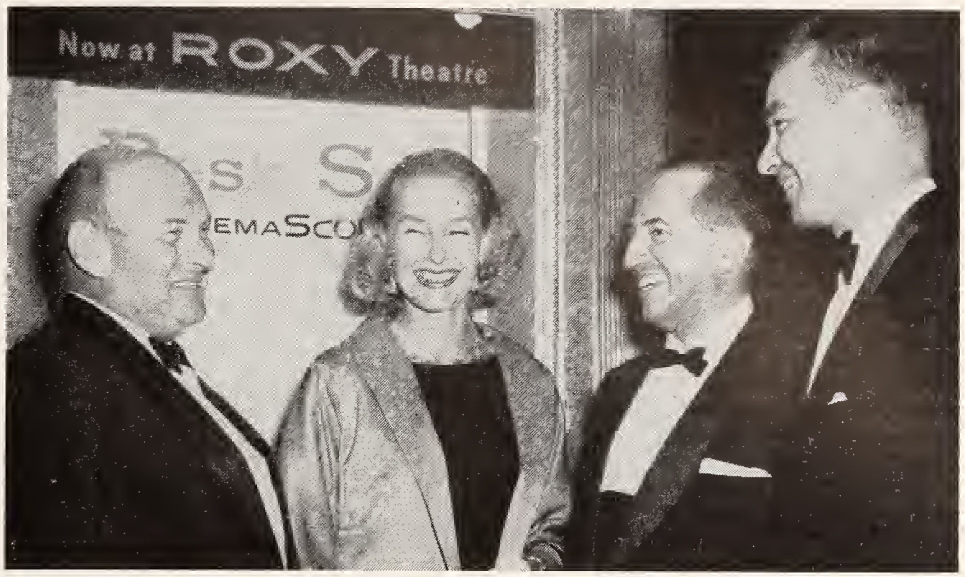
(*Continued from page* 1)

$106,000,000. This year the agency has $113,000,000.

The money bill now goes to a House-Senate conference. The Administration will undoubtedly try to get the conferees to accept the higher House figure, but odds are that the final decision will be much closer to the lower Senate amount.

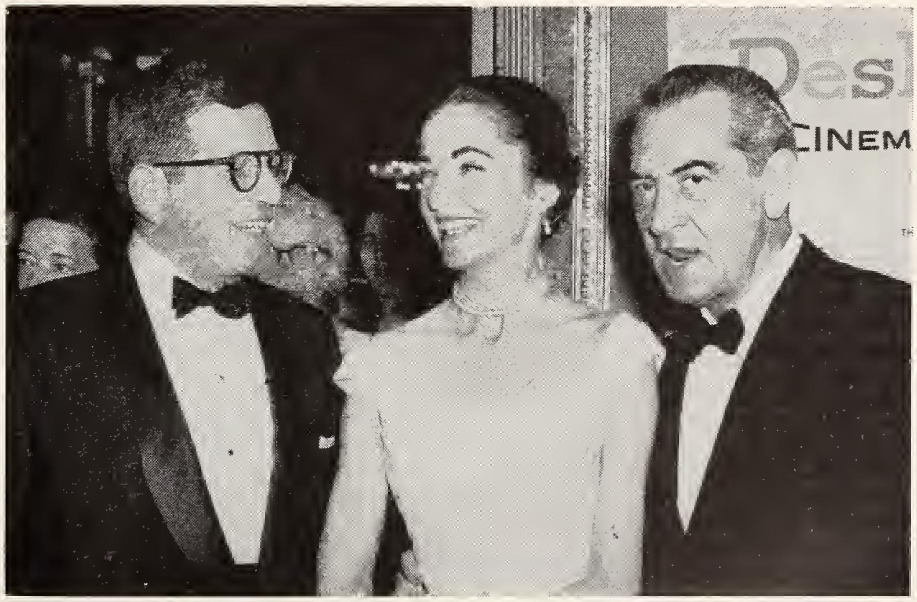
V. Y. Hails "Desk Set" at Gala Premiere!

TWENTIETH CENTURY-FOX's "Desk Set" in
CinemaScope, starring Spencer Tracy and
atharine Hepburn, was given a lavish world pre-
iere last night at New York's Roxy Theatre before
n enthusiastic audience of prominent entertainment
vorld celebrities and social and civic dignitaries. The
lamorous charity affair, which benefited the Na-
ional Urban League, was accorded national coverage
y Ray Heatherton over the Mutual network and
y reporters and photographers from the wire serv-
ces and metropolitan newspapers. Movietone news-
eel cameramen also were on hand filming high-
ghts, for use on more than 100 TV stations while
he Voice of America and Armed Forces Radio Serv-
e described the festivities to their listeners around
he world. Representing 'Desk Set' were Charles
eMaire, the studio's noted wardrobe designer who
currently touring the nation with the lavish fash-
ons he created for the romantic comedy, and featured
ctresses Dina Merrill, Neva Patterson and Rachel
tephens, all of whom play important featured roles
the production.



Charles Einfeld, 20th Century-Fox vice-president (left), greets lovely Dina Merrill, featured in "Desk Set," Francisco Urritia, Colombian Ambassador to the U.S., and Stanley Rumbough, Jr., (right). husband of the actress.

pyros P. Skouras, 20th Century-Fox presi-
ent, and Mrs. Ogden Reid, are among the
otables attending the gala "Desk Set"
ebut.



Robert C. Rothafel (left), managing director of the Roxy, welcomes actress Neva Patterson, featured in "Desk Set" and 20th's forthcoming "An Affair to Remember," and Charles LeMaire, the studio's noted wardrobe designer of the lavish "Desk Set" fashions.

ommy Sands, the nation's new singing
age, and TV personality Jan Norris photo-
raphed entering the Roxy. Sands head-
nes the Roxy stage show during the
Desk Set" engagement.

Murray Silverstone, president of 20th Century-Fox International Corp., and Mrs. Silverstone arrive for the glamorous opening.

REVIEWS

The Kettles on Old MacDonald's Farm

Universal-International

Hollywood, May 15

This ninth in the series of comedies based on the Kettle Family borrowed from "The Egg and I" is beneficiary of a more promiseful title than most Kettle films have worn, and figures for that reason to gross somewhat more than the now firmly established par for Kettles. On the other hand, this item undertakes to utilize a basic situation common to boudoir farce as foundation for rustic amusement and comes perilously close to overstepping the Kettle boundary line of wholesome family entertainment. As if struggling to find its way back to tried and accepted Kettle material, the picture flounders on through several false endings and new beginnings to a quiet close. It may satisfy the steady Kettle clientele, but isn't likely to add to it.

Parker Fennelly plays Pa Kettle this time, doing a nice job of it, but a different one than Percy Kilbride's, and Marjorie Main provides her customary portrayal of Ma. Gloria Talbot and John Smith carry the romantic assignment, and a large number of adequate players perform the pattern roles assigned them.

The title reference to Old MacDonald's farm is the only one made, although two farms figure in the story, the original Kettle place and an unnamed other one to which the family is moving when the picture opens. To the old one go Miss Talbot and Smith, who are on the point of being married but still single, and when they are discovered there under circumstances suggesting otherwise, Ma and Pa set out to chaperone them in a pretended state of marriage. This is the basis for a protracted and unusually violent series of slapstick episodes. Howard Christie produced and Virgil Vogel directed, the picture being a first Kettle for each of them.

Running time, 81 minutes. General classification. Release, in May.

William R. Weaver

The Seventh Sin

M-G-M—CinemaScope

"The Seventh Sin" is a remake of an old Garbo film, "The Painted Veil" (1934) which in turn was based on one of the lesser novels of Somerset Maugham. The story in the new version is still essentially the same; it deals with the trials and tribulations of an unfaithful wife whose adultery is discovered by the husband she later decides she wants to win back. The locale is still Hong Kong but the time has been advanced to 1949.

In keeping with the modernization Metro has dressed up the production with location photography and CinemaScope (black-and-white). Cast in the Garbo role is Eleanor Parker, and Bill Travers and Jean Pierre Aumont are her husband and lover, respectively, in the parts originally taken by Herbert Marshall and George Brent.

In the new script of Karl Tunberg, which is on the talky side, the moral indiscretion of Miss Parker with Aumont is recounted briefly and frankly. Then a typical Maugham-like punishment is contrived for her; she is forced to accompany her doctor husband (Travers) to the interior of China where he has volunteered to help fight a cholera epidemic. The rest of the picture is concerned with the heroine's rather half-hearted efforts at redemption—a long and unconvincing process. She discovers that her husband's fight to stop the spread of disease has made him a hero in the eyes of the natives and a band of nuns who run a local orphanage. This esteem he has acquired impresses her, and she attempts a reconciliation. Just as this is about to be effected, he dies of cholera.

Exhibitors will deduce that this is a minor-league "woman's picture," with all that implies. It is also, of course, not recommended for children. Ronald Neame directed, and David Lewis produced.

Running time, 94 minutes. Adult classification. Release, in June.

Richard Gertner

Arbitration Talks on June 17

(Continued from page 1)

ers Association, the MPAA and the distribution sales managers appointed Herman Levy of TOA, Adolph Schimel of Universal Pictures, and an undesignated national Allied representative to a drafting committee on conciliation and directed them to prepare a draft during the adjournment. The draft, on completion, will be submitted to each of the participating organizations for approval.

It is expected that this work will be completed before the conference reconvenes on June 17," the "publicity committee" said. The representatives of exhibition and distribution reached unanimous agreement in principle on all phases of conciliation on the first day of the deliberations.

Arbitration Group Named

A committee was also appointed to study arbitration machinery and it includes Schimel, for the distributors; Joseph G. Alterman of TOA, and Wilbur Snaper of Allied. This group will explore a number of possibilities relating to the organization and financing of an arbitration system that would prove practicable "under present day conditions."

A possible factor this group would look into would be whether the industry arbitration system would be administered by the American Arbitration Association, which handled arbitration for the industry under the first consent decree in the early 1940's.

The meetings in June will take up the discussion of the arbitration system where it left off yesterday. The joint conference is using as a basis in the current discussions the 1955 arbitration draft—a 65-page document which many in the industry called "a one-way street which favored exhibition."

'Salvage' Effort Being Made

The exhibitor-distributor representatives, in a page by page study, are making all efforts to salvage whatever portions of the 1955 draft are applicable to the current status of the industry.

According to one official who sat in on the conferences at the MPAA offices, the full group has picked up where they left off in January, 1955, and are working towards a workable arbitration and conciliation program "quicky and efficiently." He pointed out that thus far agreement has been reached on a number of subjects considered arbitrable, particularly those relating to clearances and runs.

Production

(Continued from page 1)

gross about $100,000,000. As a result there is increased activity on the production lots because of the new confidence."

In regard to pay-as-you-see television, Rhoden, after noting that Bartlesville, Okla., is now being wired for this system, said: "I cannot predict at this stage whether the system will be a success, but the motion picture industry appears certain to play a major role in the future of pay television."

FPCC Dividend

OTTAWA, May 15.—The Famous Players Canadian Corp., Ltd., declared a 37½ cents quarterly dividend, payable June 15 to shareholders of record at the close of business on May 23.

Gen. Precision

(Continued from page 1)

president, announced here yesterday.

After deducting preferred dividends net income was equivalent to 85 cents a share on the 1,125,806 common shares outstanding at the end of the 1957 quarter as against 20 cents per share on the 1,065,329 shares of common stock outstanding on March 31, 1956.

It was also announced that company directors declared a dividend of 60 cents per share on the common stock, payable June 15 to stockholders of record May 31. Directors have also declared a regular quarterly dividend of $1.18¾ per share on the $4.75 cumulative preferred stock and a quarterly dividend of 40 cents per share on the $1.60 cumulative convertible preference stock, both payable June 15 to stockholders of record on May 31.

PEOPLE

Frank McCarthy, 20th Century Fox public relations director and native of Richmond, will participat there in the banquet for distinguishe Virginians to be given tomorrow b the local Chamber of Commerce.

□

Earle Jameson, Jr., Kansas Cit has succeeded his late father on th board of directors of National Fil Service, Inc.

□

Fred R. Frink, for the past 10 yea on his own in documentary and pr motional film work in Florida, ha joined Van Praag Productions, Ne York, as manager of that company Detroit office.

□

Howard A. Baldwin, formerly ma ager of the RCA atomic energy fac lity at Tucson, Ariz., has been pr moted by the company to the newl created post of administrator, atomi energy services, RCA Service Co.

□

Frank W. Asper, organist of th Salt Lake City Tabernacle, has bee elected to membership in the Ame ican Society of Authors, Compose and Publishers.

□

Herb Landon, with Kenyon Eckhardt for 11 years, has joine Rogers & Cowan in an executiv capacity and will work out of th firm's Beverly Hills office.

MPA Meets Tomorrow

(Continued from page 1)

MPAA board has been convened e pecially for this discussion on th business building program. The d rectors will hold a meeting also o May 22.

Eric Johnston, MPAA president, scheduled to return late today fro the West Coast to attend tomorrow meeting.

On May 22, the board will discus an appeal by producer Edwar Small on the Production Code Admin istration's withholding of a Code sea from his United Artists releas "Monkey on My Back." Other ma ters on the agenda of this meetin have not been set, but it is understoo that a report on the industry arbitra tion talks will be presented.

The financing of the business buil ing program has been under consid eration by the advertising and pub licity directors committee of th MPAA for some time. Consideratio has been given to the proposal pre sented by Ernest G. Stellings, presi dent of Theatre Owners of America calling for a levy of four tenths of on per cent on film rentals. Another pla is to use funds held in escrow by a industry committee which have ac crued from film rentals of an industr institutional campaign which use short subjects.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 81, NO. 96 NEW YORK, U.S.A., FRIDAY, MAY 17, 1957 TEN CENTS

EDITORIAL

The New Approach To Arbitration

By Sherwin Kane

IN three days of conferences here this week, representatives of organized exhibition and distribution were able to make significant progress toward the development of a new plan of industry arbitration and conciliation. No such auspicious beginning could have been made if the conferees were not sincere in their desire to do their utmost to rescue the principle of arbitration from the discard and to agree on a program that can be put into operation.

•

The sincerity of purpose of the conferees augurs well for a successful outcome of this latest and, perhaps, last effort to establish arbitration machinery for the industry.

For the most part, it is said, conferees showed an encouraging tolerance of the other fellow's viewpoint and thus far only one or two issues found the respective sides very far apart. In such instances, it is not a case of conflict but, rather, one of earnest desire to satisfactorily work out the issues.

•

The value of arbitration in all industry has been rather conclusively demonstrated in recent years. Responsible opinion in this industry inclines to the belief that the availability of arbitration machinery will not appreciably reduce the amount of new trade practice litigation because those who bring legal actions, for the most part, will do so whether or not arbitration-conciliation machinery is available.

What industry arbitration is expected to do is to reduce the amount of friction constantly straining the buyer-seller relationship which gives rise to costly and time-consuming exchanges between the parties involved.

•

Presumably, much of the last arbitration draft can be salvaged, thus appreciably reducing the amount of time required to develop a plan that can be submitted to the participating organizations for ratification.

Meanwhile, the industry is indebted to the conferees for giving so freely of their time and labors to this essential effort for the betterment of intra-industry relations.

Daff Launches Attack on Talk of 'Hollywood Decline'

Special to THE DAILY

ROME, Italy, May 16—A blistering attack on recent statements referring to a "decline of Hollywood" was delivered here by Alfred E. Daff, executive vice-president of Universal Pictures and president of its overseas subsidiary, at yesterday's session of Universal - International's 1957 European sales conference.

Alfred Daff

"It is absolute bunk," Daff said. "All this talk of the decline of Hollywood is merely the decline of some companies due in most cases to unfortunate company circumstances. There is no more decline in Holly-

(*Continued on page* 6)

Name Picker, Freedman To Hospital Committee

David V. Picker and Irwin Freedman were elected chairman and co-chairman, respectively, of the national junior committee of the Will Rogers Memorial Hospital at a special luncheon - meeting at Rumpelmayer's here. In addition Michael Mayer was elected secretary-treasurer for a second year.

The national junior committee,

(*Continued on page* 2)

Disney Profit $1,532,391

Special to THE DAILY

BURBANK, Calif., May 16.—Gross revenues of Walt Disney Productions for the six months ended March 30, the first half of the current fiscal year, was higher than in the corresponding months of last year, president Roy O. Disney said today in an interim report to shareholders.

For the six months ended March 30, 1957, the statement pointed out, consolidated gross revenue totalled

(*Continued on page* 5)

'Straight Ahead' for UA Velde Tells Carolinians

Special to THE DAILY

CHARLOTTE, May 16 — A firm policy of "Straight Ahead," with no cutbacks, was outlined here today by James R. Velde, general sales manager of United Artists.

"We plan no retrenchment," said

(*Continued on page* 6)

Producers Ask Right to Negotiate on Payments to Musicians for Films on TV

An opportunity to negotiate a rate of payment for music in films sold to television will be sought by major producers when conferences with the American Federation of Musicians are held later on a new contract for studio musicians replacing the present one which expires next February. No date for negotiations has been set yet.

In 1946, major producers agreed that they would not put their films on television without first obtaining the consent of James C. Petrillo, president of the A. F. of M. That agreement made no mention of payments to be made to the musicians' union for television use of the films. Heretofore, when major studios' films have been made available to TV, it has been through such independent agents as Matthew Fox, Lou Chesler and other specialists in that field who made their own arrangements with and payments to the musicians.

The A. F. of M. now contends the rates established for the independents are applicable also to majors' films sold to TV. The producers are asking the right to negotiate their own payments.

Economically

Wolfson Says Cable Theatre Idea Unsound

Fears It Will 'Destroy' Present-Day Theatres

By LESTER DINOFF

Exhibitors who support "cable theatre" and urge that first-run motion pictures be made available to assure the success of that system are only destroying their theatres and investments in their businesses, according to Mitchell Wolfson, president of Wometco Theatres of Florida.

Mitchell Wolfson

Wolfson, who is in New York to further planning for the 1957 annual convention of Theatre Owners of America of

(*Continued on page* 8)

Wolfson Optimistic on Conciliation Prospects

Prospects for the formation of an industry arbitration and conciliation system look better than ever as the whole industry is behind the current effort, in the opinion of Mitchell Wolfson, past president of Theatre Owners of America and a member of the national exhibitor association's arbitration committee.

Wolfson, who also participated in preparation of previous arbitration and conciliation programs, declared

(*Continued on page* 8)

TRADEWISE
on page 2

Television Today
on page 8

PERSONAL MENTION

BEN KALMENSON, Warner Brothers executive vice-president, has returned to New York from the Coast.

•

ERIC JOHNSTON, president of Motion Picture Association of America, left Hollywood yesterday for the East.

•

LEO PILLOT, exploitation manager of Rank Film Distributors of America, is in Boston today from New York.

•

MERVIN HOUSER, Selznick Co. advertising-publicity director, will leave here today for Paris and Rome.

•

NORMAN B. KATZ, director of the foreign department, Associated Artists Productions, and MRS. KATZ will leave here today aboard the "United States" for London.

•

A. ALBERT SIDI, British exhibitor, will arrive in New York tomorrow from London via B.O.A.C.

•

HY REITER, promotion director of Broadcast Music, Inc., will leave New York at the weekend for Chicago.

•

RAYMOND LEVY, president of Raymond Levy & Associates, has returned to New York from Hollywood.

•

PHIL ISAACS, Paramount assistant Eastern U. S. sales manager, will return to New York on Monday from Memphis.

•

EDITH HEAD, Paramount fashion designer, is in New York from Hollywood.

Cinema Lodge Installs

New York's Cinema Lodge of B'nai B'rith will install its officers for the coming year, headed by Robert K. Shapiro as president, at a special luncheon at Toots Shor's Restaurant today. Harvey Platt, past president of the Metropoltian Council of B'nai B'rith, will be the installing officer and principal speaker.

Postpone MPA Meet

The board of directors of the Motion Picture Association of America, which was scheduled to meet here today on financing the industry business building program, will meet instead at 10:30 A.M. on Monday. The MPAA board will hold another meeting on Wednesday.

TRADEWISE

By ONLOOKER

ERIC JOHNSTON, pursuing talks with Arthur Krim anent the possibilities of United Artists resuming membership in MPAA, is said to wish someone would crochet a wall motto for U.A. executive offices reading: What's good for the rest of the industry is not necessarily bad for United Artists. . . . But wouldn't that be plagiarism? . . . United Artists' billings for 1957 to date are ahead of last year's at this time . . . Looks promising for the months ahead, too, what with strong product current and waiting release, and "The Pride and the Passion" due to open in early July. All of which should make for a pleasant introduction to the company for its new stockholders among the public.

HAPPY BIRTHDAY to Commonwealth Theatres (Kansas-Missouri and nearby states), currently observing its 25th anniversary. . . . Cynics are saying the recent increase in Friday openings on Broadway can be attributed to the fact that anticipated uncomplimentary reviews will be read by fewer prospects in the Saturday papers. . . . Julius Gordon, president of Allied States, caused quite a stir at the recent national board meeting and Michigan Allied convention in Detroit. Seems the final session ran so late Gordon didn't have time after adjournment to reach the airport by the conventional means to catch a flight home to Texas to keep an important engagement. Soooo, arrangements were made for a helicopter to land on the small lawn of the Whittier Hotel, the convention site, pick up Gordon and transport him to the airport and his waiting plane.

THERE'S A PUBLICITY MANAGER for a Midwest circuit which includes a string of popular drive-ins in its operations whose weight varies as much as 100 pounds between winter and summer. By now, he's added 50 pounds since the ozoners were opened early in April; will add the other 50 by July 4. The explanation is the more varied and abundant fare the outdoors concessions stands offer, in comparison with those of the conventional theatres in which the ravenous p.a. spends the winter. . . . And they tell about the producer who met the exhibitor on Broadway and asked how his latest picture had done at the exhib's theatre. "Well," came the reply, "we took in more at the concession stand this week than we did at the box-office last week." . . . At the recent annual meeting of Cinerama Productions stockholders the suggestion was made that the company make a formal presentation to Congress for funds with which to equip a globe-girdling ship with a floating Cinerama exhibit, to capitalize for the benefit of U.S. propaganda on the intense interest in Cinerama when it was shown at trade fairs and elsewhere abroad. Ted Kupferman informed the stockholder who advanced the suggestion that Cinerama exhibits in Syria and Thailand had been "semi-floating" assemblies. The stockholder looked puzzled. "Semi-floating?", he mused. "In my experience, an object either floats or sinks. I'm a ship's captain," he added. (It was explained that "semi-floating" was intended to mean "portable.")

NOW THAT a drafting committee is at work again on an industry arbitration plan it shouldn't be long until the trade press, inquiring after the progress being made, is being told once more in standard pronouncements, "All that's holding it up is the dotting of a few i's and the crossing of a few t's." . . . They were still being dotted and crossed in New York when the 1955 draft was abandoned in Washington. . . . But the prospects for the present arbitration program are vastly better. Even the non-participation of SCTOA does not mean that Southern California exhibitors will be deprived of the benefits of industry machinery if and when it comes into being. Conciliation and arbitration would be available to every exhibitor. What organization he does or does not belong to is immaterial.

Rogers Drive

(*Continued from page 1*)

which was formed in September, 1955, was instrumental in raising in excess of $25,000 last year at the benefit premiere of "Around the World in 80 Days" at the Rivoli Theatre here for the tubercular institution at Saranac Like, N. Y.

Plans for 1957 will be announced by Picker and Freedman after the annual meeting of the board of directors at Schroon Lake June 20-23.

Also present at the meeting here in addition to those named were Thomas E. Rodgers, Richard P. Brandt, Allan Robbins, Norman Robbins, Burton Robbins, Ned Shugrue, Ed Fabian, Ira Meinhardt, Richard Roemer, Harold Freedman and Edmund Grainger.

Gulf States Allied Will Meet in August

Special to THE DAILY

NEW ORLEANS, May 16.—Allied Theatre Owners of the Gulf States, Inc., will hold its annual convention this year on Aug. 30 and 31 at the Edgewater-Gulf Hotel on the Mississippi Gulf Coast, Abe Berenson, president of the exhibitor organization, has announced. He added that hotel reservations have been secured to allow participants to spend the Labor Day weekend through Sept. 2.

Edward Ortte, theatre owner of the Mississippi Gulf coast, will be convention chairman. The social agenda will include cocktail parties, dinners and dances, deep sea fishing, swimming and a golf tournament.

Study Proposal to Lease Charlotte Auditorium

Special to THE DAILY

CHARLOTTE, May 16.—A a decision on whether the 2,500-seat Civic Auditorium here will be leased to the Todd-AO Co. for showing "Around the World in 80 Days" will be reached by the Charlotte Auditorium Coliseum Authority next week. Meeting here today the authority heard a proposal from the Todd-AO company to lease the auditorium for a 10-week period beginning in July.

The authority members agreed they wish to study the proposal before reaching a decision.

NEW YORK THEATRES
RADIO CITY MUSIC HALL
Rockefeller Center
GREGORY PECK • LAUREN BACALL
IN
"DESIGNING WOMAN"
In CinemaScope and METROCOLOR
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

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BUS

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The Wayward Bus

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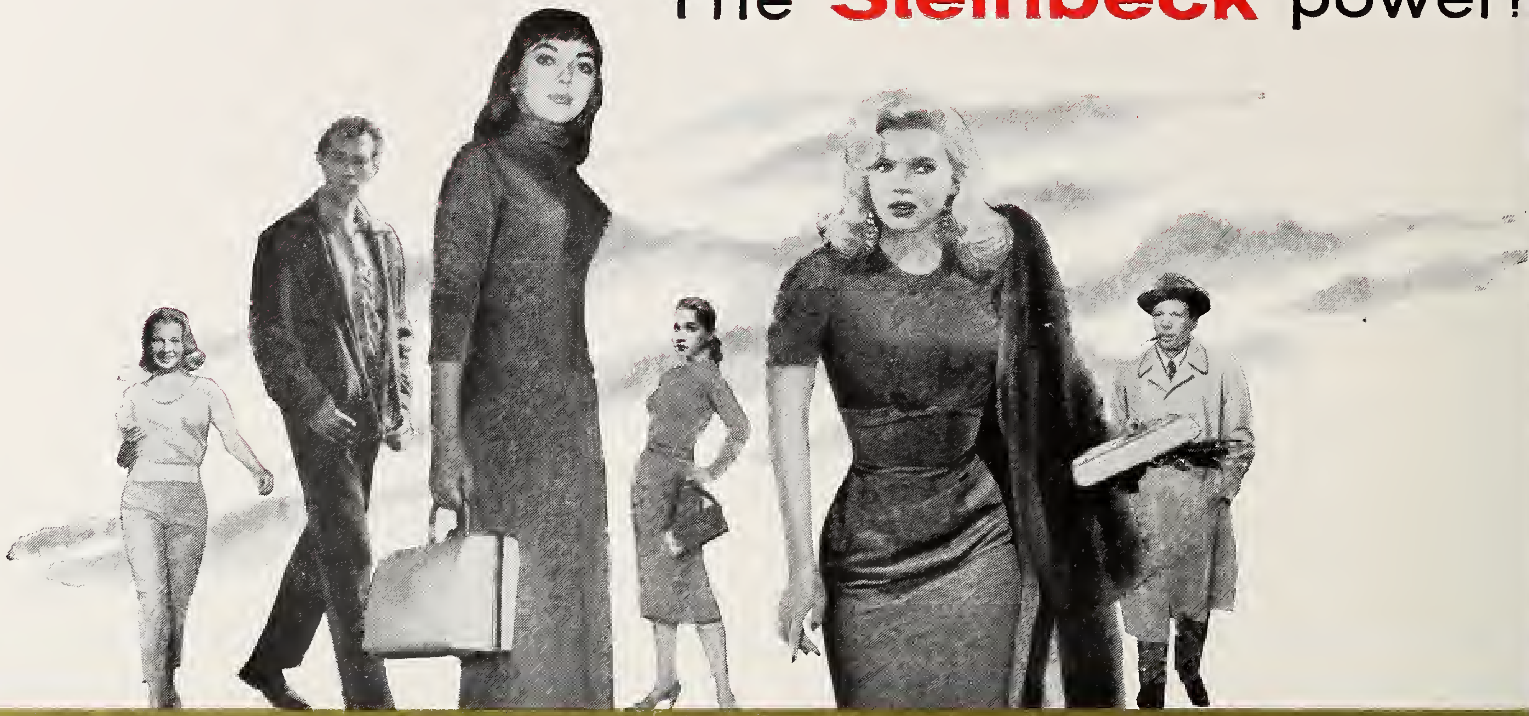
PRODUCED BY
CHARLES BRACKETT who gave you "The King and I"
DIRECTED BY
VICTOR VICAS one of Europe's outstanding directors
SCREENPLAY BY
IVAN MOFFAT from the novel by JOHN STEINBECK

to be launched on its important career
soon at the
VICTORIA THEATRE, New York
and at
selected theatres across the nation

The **Steinbeck** people!
The **Steinbeck** passions!
The **Steinbeck** power!



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AND THE FRESH AND COMMANDING NEW TALENTS OF

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*

another ***BIG ONE***
from 20th!

Disney Profit

(Continued from page 1)

$16,457,933, compared with $13,621,369 for the like period a year ago.

Net profit, after all charges, amounted to $1,532,391, equal to $1.03 a share on the 1,492,416 common shares outstanding. This compared with $1,418,850, or $1.09 per share for the first six months of last year, computed on the 1,305,680 shares then outstanding, after adjusting for the two-for-one stock split effected Aug. 20, 1956.

Sees Future Bright

"Earnings for the second six months of the fiscal year," Disney said, "are expected to equal, or slightly exceed, those of the first six months."

Quarterly cash dividends were initiated on the common stock with the payment of 10 cents per share on April 1, 1957, to stockholders of record March 8, Disney added. On May 9, 1957, the board of directors declared a quarterly cash dividend of 10 cents per share payable July 1, to stockholders of record June 14.

The board of directors also intends to supplement cash dividends with an annual stock dividend, Disney pointed out, the amount of which, dependent upon earnings and other relevant factors, will be determined after fiscal year-end figures are available.

Bank Borrowings Reduced

In reporting on financing, Disney noted that the company sold for cash 186,526 shares of common stock at $20 per share in November 1956, "pursuant to an offer made to shareholders." Proceeds from this issue, which amounted to $3,730,520 were credited to stated capital account and used to reduce bank borrowings. For each share purchased pursuant to this offer the company issued a transferable purchase warrant expiring October 31, 1957, carrying the right to purchase one additional share of common stock at a price of $22 per share.

The exercise of the purchase warrants would call for the issuance of an additional 186,526 shares and provide approximately $4,100,000 of new permanent capital which would be used to further reduce current bank loans, "thus providing a stronger financial foundation for the company," Disney said.

Has TV Pact with ABC

Discussing television, Disney stated that a contract has been signed with American Broadcasting Co. for the filming of about $9,500,000 of television shows for the 1957-58 season. Production is well underway on the programs, which will consist of 26 new one-hour shows in the weekly Disneyland series, 130 half-hour Mickey Mouse Club daily programs and 39 half-hour shows in the new series, Zorro. With some shows to be repeated, this schedule will provide 52 weeks of continuous programming of each of the three series commencing in September and October of this year.

FEATURE REVIEWS

Gun Duel in Durango

Peerless-United Artists

Once more George Montgomery puts on his gun belt and romps through another Western, this one a standard version about the bad guy determined to become a good guy. As usual, Montgomery fits into his saddle-and-spurs role well, but the action surrounding him is familiar.

His efforts to reform after leading a notorious gang of outlaws are thwarted and/or misconstrued by any number of people until the villains get theirs at his hands. When he first quits the gang, they give him 30 days to think it over and if he doesn't return they promise to "get" him. On his journey to Durango, Montgomery picks up a little boy whose father has died. The boy knows who he is but tries to trust him.

Montgomery wants his ex-girl friend, Ann Robinson, to be the boy's guardian, until any possible trouble is concluded. The girl, in love with him, won't marry him until he's definitely through with the outlaw's life. He gets an honest job in the bank and, as luck and screenplay writer Louis Stevens would have it, his old gang comes to Durango for a quick caper. When they see him in the town, they plan to come back, rob the bank and involve Montgomery in the skullduggery. They are almost successful until the newly-created hero becomes a one-man posse and wipes out every last varmint.

Robert E. Kent produced this Peerless Productions, Inc., presentation and Sidney Salkow directed.

Running time, 73 minutes. General classification. Release, in May.

JAY REMER

Raising a Riot

Continental

Kenneth More, Britain's Number One Money-Making Star, proves once again why exhibitors over there voted him to the top. The versatile actor here plays an harassed father who temporarily takes over the chores of bringing up a trio of children. More is charming in the part and refuses to "ham it up" even when the opportunities are there.

And they are there quite often for the screenplay by Ian Dalrymple, Hugh Perceval and James Matthews is practically plotless and consists of a series of generally hilarious and sometimes touching episodes of domestic life sans mother. More is a Naval officer on leave whose wife must go to Canada. He is left to tend his brood whom he hasn't seen in several years and whom he takes to his father's new home in the country—a windmill.

His efforts at cooking, cleaning, mending, repairing and loving are delightful and although necessarily exaggerated, ring true most of the time. In addition to the youngsters (two girls and a boy), he has to contend with his lovable but crusty father, a young female neighbor who falls in love with him, the girl's sister who believes in raising children with psychology and a wacky schoolmistress.

Perhaps there's too much slapstick thrown in but the picture is very funny indeed and, although British in origin, is universal in appeal. Of no small aid to its success is the uniformly excellent acting. Dalrymple and Perceval co-produced and Wendy Toye directed the film, which was based on a novel by Alfred Toomb. It was photographed in Technicolor.

Running time, 90 minutes. General classification. Release, in May. J. R.

Badlands of Montana

20th Century-Fox—Regalscope

HOLLYWOOD, May 16

Written, produced and directed by Daniel B. Ullman, whose works in the Western fiction field have attracted favorable attraction under a number of trademarks during recent seasons, this uninhibited script, played out with gusto by a large and competent cast, is pointed at adult sector of the Western following rather than the junior or juvenile trade. The first incident of moment, a key point in the story, is a Western variant of the badger game, utilized this time for political purpose. And it is from this incident that the story flows on to include episodes of violence, outlawry, robbery, murder, double-crossings, a horse-whipping, chases, escapes, killings and reprisals, all of them realistically performed and photographed, and with none of them following familiar Western patterns. It's for the senior students of Western drama.

Rex Reason, chief character in the script, is the good citizens' choice for mayor of Cascade in an election opposing incumbent John Pickard, who runs an open town. Pickard's wife, Margia Dean, one-time sweetheart of Reason, lures Reason into her bedroom pleading deep trouble, and when he refuses to withdraw from the election she tears her dress and screams. Whereupon her husband and his henchmen burst in on cue and take Reason to another building where Pickard horsewhips him in view of the citizenry, ordering him to leave town before the following noon. Instead, Reason shoots it out with him.

Escaping over the mountain, Reason is taken in by a famous outlaw, whose hideout he has blundered into, and whose band he is compelled to join. In a skilfully snarled succession of exciting events thereafter Reason gets back on the side of the law and wins the outlaw's innocent daughter. The conversation is consistent with the violent story, and the shooting is swift, straight and abundant.

Running time, 75 minutes. Adult classification. Release, in May.

WILLIAM R. WEAVER

National Pre-Selling

"SOON after Scott Carey is sprinkled with a strange atomic mist, he begins to shrink, first to a midget, then knee-high to a grasshopper," reports "Life" in the May 6 issue. From then on, the movie, "The Incredible Shrinking Man," relies on the art and ingenuity of its props which were built on a gigantic scale so that a normal-sized actor would look small against them. He gets lost in his own cellar, fights a hungry spider and finally grows small enough to slip through a wire window screen.

By hewing straight to the dilemma of the vanishing man, Universal has produced an outstanding science-fiction film which has already grossed $4 million. The movie offers no answer to "The Shrinking Man's" problem except his own metaphysical comment: "To God there is no zero. I still exist."

•

"The Little Hut" is advertised on the table of contents page in the May issue of "The Saturday Evening Post."

•

"Beau James," the film based on the life of former Mayor Jimmy Walker of New York, receives considerable attention in the May issue of "McCall's." Vera Miles, who plays opposite Bob Hope in this new Paramount picture, is the cover girl on the issue. A cover story of this new star signed for five years by Alfred Hitchcock appears in the same issue. Insiders believe Hitchcock found in Vera the classic, austere type of beauty which made Grace Kelly star material. However, "Let's face it," says Vera. "This is all so much luck."

•

Florence Somers relates in the May issue of "Redbook" that the three stars, Gregory Peck, Lauren Bacall and Dolores Gray in "Designing Woman" make this a hilariously amusing comedy, but that the show is almost stolen from them by a poodle named "Armentiers."

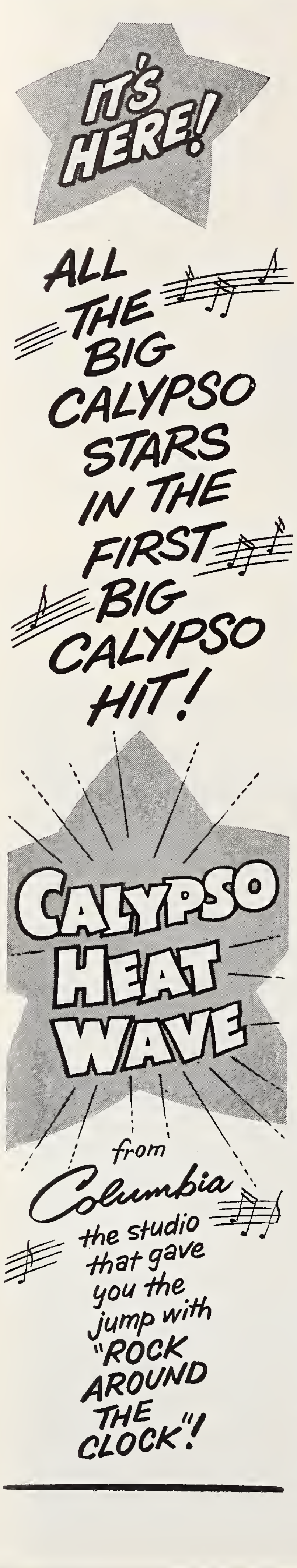
•

"Gunfight at the O.K. Corral," a handsomely produced and entertaining western, stars Burt Lancaster as the unyielding frontier marshal," reports Edwin Miller in the May issue of "Seventeen."

•

"'Funny Face' is the most cheerful musical we've seen in a long time," says Ruth Harbert in the May issue of "Good Housekeeping." "Fred Astaire never danced better. People who don't know that Audrey Hepburn started out as a dancer will be delightfully stunned, not merely over the job she does with her lovely feet, but over talents she also displays as a singer. The color is breath-taking, the music naturally excellent."

WALTER HAAS


IT'S HERE!
ALL THE BIG CALYPSO STARS IN THE FIRST BIG CALYPSO HIT!
CALYPSO HEAT WAVE
from Columbia
the studio that gave you the jump with "ROCK AROUND THE CLOCK"!

Attacks 'Hollywood Decline'

(Continued from page 1)

wood than there is in the film production of France, Germany, Italy and England."

[In a speech before the summer conference of the British Cinematograph Exhibitors' Association at Gleneagles, Scotland, last week, John Davis, managing director of the Rank Organization, said that the main source of film production is moving away from Hollywood. Davis also said that the issue of the European Common Market must be developed and it will be in the long term interest of England.—Ed. Note.]

In his speech here Daff pointed out that almost 70 per cent of the world's screen time is today devoted to Hollywood-made pictures. He added that "this fact cannot be disputed by anyone acquainted with the business."

Sees Subsidy No Guarantee

On the subject of the welding together of the common market in Europe, Daff said: "The protection and subsidization of any country's film industry by its government does not guarantee quality product nor does it guarantee public acceptance of pictures made this way. You cannot legislate quality nor should incompetence be supported.

"We are all for the common market although we also know that all films will continue to have language and ethnical barriers and be faced with the problems generated by local conditions," Daff told his listeners.

Turning to U-I's own operation, Daff revealed that the company was now operating in 74 out of 83 countries in the "civilized" world and in all of them U-I's standing had greatly increased in the past five years. "We are still opening branches, while other companies are closing theirs," he said.

"Our global business has increased 39 per cent over the last five years," Daff pointed out, "and our foreign business has gone up 78 per cent in the same period."

Big Hand for Nate Blumberg

A great ovation was given chairman of the board Nate J. Blumberg by the representatives of the 21 European countries present at the conference. Vice-president and foreign general manager, Americo Aboaf, told the conference that the just completed 1957 Daff Drive was the most successful of any in the company's history. "Billings for the last week in the European division alone were over one million dollars," he revealed.

In addition, ten territories throughout the world established new records for billings, bookings and collections. Latin America in winning the Daff Cup emblematic of divisional supremacy exceeded their last year's drive figure by 11 per cent while Indonesia, the drive winning territory, surpassed their last year's drive mark by 53 per cent, Aboaf stated.

Velde Talk

(Continued from page 1)

Velde, who came for the formal opening of United Artists' new exchange here. He pointed out that the company is moving to new buildings in several exchange cities of the nation this year and said the number of employees in these exchanges as well as in New York City has actually been increased.

Velde was accompanied to Charlotte by Milton E. Cohen, Eastern and Southern division manager, and John Hughes, Eastern and Southern contract manager. They returned to New York today.

G. K. Rudulph Dies; Was Journalist, Publicist

Special to THE DAILY

BUFFALO, May 16 – Gerald K. Rudulph, 79, veteran industry publicist and journalist, died here following a protracted illness. He is survived by his wife, a daughter and a son, James S. Rudulph.

The deceased was editor of "Motion Picture Magazine" in the 20's and from 1929 to 1933 was advertising manager of RCA Photophone. Later he served as publicist for many of the outstanding film stars. Before entering the industry he had been managing editor of the "Buffalo Enquirer."

Sues Allied Artists On TV Exhibition

Samuel A. Feir filed a suit in Federal Court here yesterday against Allied Artists Pictures Corp., formerly Monogram Pictures, seeking an accounting from the television exhibition of certain films produced under a 1937-38 agreement with Crescent Pictures Corp.

Feir charges in his suit that AA has violated the agreement by deducting for itself over 50 per cent of the revenue. He was assigned all rights to Crescent product in 1940.

Winograd Services

PITTSBURGH, May 16.—Services were held here yesterday for Meyer Winograd, president of the Rochester Amusment Co. in nearby Rochester, Beaver County. Winograd, a motion picture exhibitor for 39 years, was a charter member of Variety Club, Tent One. A sister, Mrs. Samuel Miller of Pittsburgh, survives.

Millar Signs with M-G-M

Producer Stuart Millar has been signed to a long - term contract by M-G-M and will report to the studio on completion of editing on "Stage Struck" at RKO. Several major properties are under consideration for him at M-G-M.

Webb 'Selling' His Own Film

By **FLOYD STONE**

Jack Webb, who is here to sell "The D.I." and will also go to Chicago and Detroit for that purpose, told newsmen yesterday morning at the Warner home office that he hadn't quite realized the value of selling pictures one makes before, but he does now. He added he also feels it's his duty to the industry of which he is a part not only as a producer but because in days before his television success he was a studio bit player.

M.P. DAILY pictu

JACK WEBB

He helped "Dragnet" in one city, "Pete Kelly's Blues" in 41, and his latest he will spend 12 days upon in New York, his first time in such activity here, and then in the other cities.

Three Actors and 75 Marines

The new picture has the title and the topical interest and is not in the "Dragnet" style, he said. He described its values of realism – only three actors plus 75 Marines – said it is somewhat documentary in effect. It may be termed in whatever controversy arises, a whitewash; but if so, he welcomes it, because although he doesn't assume deliberately a patriotic mantle, the Marine Corps in portrayal speaks for itself. It tries hard to mold its men, he believes.

He doesn't know what the formula for success is, he admitted. About "Dragnet," perhaps it was radio and television: in film he merely added color.

Undecided Regarding Future

He doesn't know whether he'll stay away from the "Dragnet" formula; nor does he know whether he'll return to pictures about crime. There are better men in that field, he avers, and he does not believe it should be regarded as his specialty. His approach is that under his agreement with Jack L. Warner he was given some freedom, and time. He made three pictures—this is the third—and each time waited for the returns. Success meant he would begin another. He now is negotiating what he hopes will be a similar contract.

He doesn't know what he'll make next. He'll wait and see how "D.I." turns out.

1st FLASH FIGURES OPENING DAY GROSS FOR 28 LOEW'S HOUSES IN 'GARMENT JUNGLE' NEW YORK CITY SATURATION 34% BETTER THAN 'SOLID GOLD CADILLAC'!

Sees Cable Theatre Unsound

(*Continued from page* 1)

which he is honorary chairman, declared here yesterday that:

"I don't believe that cable theatre is economically sound unless they can get first-run films for it and destroy motion picture theatres, and even then, it is questionable whether the cost of this kind of distribution for motion pictures will be acceptable as compared to the present system. For example, the cost of equipment, the cost of sending out signals, the cost of leasing cables from the telephone company, the cost of providing one's own poles, maintenance, the regulation of profits by the public utility commission, and others. All of this would be higher than the present overhead.

"In addition to the cost, 'cable theatre' has a questionable income. The big problem to the producers-distributors is to make sure that they attain a fair rental based on a portion of the admission charge each person will pay to see the product. The higher the charge for this cable service, which is reported to cost around $9.50 per month, the more 'free loaders' will be viewing the pictures in the homes, halls or public places without paying to view the program," he said.

"I advise all exhibitors to adopt a policy of watchful waiting regarding 'cable theatres,'" Wolfson stated, adding that producers - distributors should follow the same course. He said that most likely the revenue which a film will get from "cable theatre" will be dissipated after its first run, so the producer had better make sure that he gets a fair return."

Wometco Not Interested

As for his own theatre circuit, Wolfson declared that "Wometco has no intentions of engaging in this system as we believe it is not practicable for distributing entertainment as compared to motion picture theatres and free television. Our present policy in our territory is to fight for the principle of no monopolies. In other words, 'cable theatre' should be open to anyone who wants to use a public utility or municipal street, telephone or power pole."

Wolfson added that under the present system of free enterprise in America, "cable theatre" would not be practicable, but abroad, in countries like England and Japan where the government regulates industries, "it may work."

Commenting on his convention planning activities, the exhibitor leader and TOA official Joseph G. Alterman disclosed that there will be a meeting early in June with a group of foreign film distributors regarding the details and planning for the TOA Foreign Film Festival.

Planning for Miami Meeting

Wolfson also stated that he intends to seek the cooperation of the distribution companies for the 1957 TOA meeting at the Americana Hotel, Nov. 20-23, in Miami Beach.

In reply to a question about current business, Wolfson said that it is holding up, but that it depends on the picture. He recalled a statement made 10 years ago, which he said is comparable to our business. "Every home has a kitchen, but still good restaurants make money," he said.

Wolfson Optimistic

(*Continued from page* 1)

here yesterday that "if there ever will be an arbitration and conciliation plan for the motion picture business, it will be this year. I am encouraged by the work which was done by representatives of exhibition and distribution in the talks held this week."

The exhibition figure added he "is certain that a conciliation program will be completed and approved by the year end as there are no legal problems involved." However, on arbitration, Wolfson was hesitant to state whether he foresaw a workable and complete system by 1958. He pointed to the long time and lengthy efforts which went into preparing previous drafts.

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in Philly

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It went over big in the Quaker City . . . but before any show can be a success in *your* house, your equipment must be in condition to roll it perfectly. *Any* show can be a *better* show when equipment performs properly. That's where RCA Theatre Service comes in.

Protect your *equipment and picture investment* with RCA Theatre Service. RCA engineers have an average of 13 years of servicing experience. Let them keep your equipment operating in top-notch condition.

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Television Today

ABC Sets $65 Million Plant, Color Budget

Special to THE DAILY

CHICAGO, May 16—The American Broadcasting Co. will spend $65,000,000 in the next four years on plant and color telecasts alone, president Leonard H. Goldenson told the Chicago Broadcast - Advertising Club here today.

In an address entitled "TheModern Advertising Man (The Broadcaster) Wears At Least Seven Hats," Goldenson, who is also head of American Broadcasting - Paramount Theatres, the parent company, said that ABC is currently at work to create and develop new programs, new formats and new personalities for next season and beyond.

Telemovies Has Passed 'Turning Point': Shapp

Special to THE DAILY

PHILADELPHIA, May 16.—Both net sales and service revenues and net earnings of the Jerrold Electronics Corp. for the fiscal year ended Feb. 28, 1957, were up 39 per cent over the previous fiscal year, Milton J. Shapp, president, told a meeting of Philadelphia Securities Association.

Net sales and service revenues for the fiscal year ended Feb. 28, were $5,142,702, compared to $3,703,065 during the previous fiscal year. Income before taxes totalled $299,510, compared to $198,890 a year earlier. Net income for the 1956-57 fiscal year was $166,133, or 15 cents per share, as against $119,838, or 11 cents per share for the 1955-1956 fiscal year. This does not include a non-recurring tax credit of $49,584 for the 1955-1956 fiscal year, he pointed out.

Upsurge Followed Net Loss

Shapp said the 1956-1957 fiscal year marked the distinct turning point in the company's operation. "It was during the second half of the fiscal year," said Shapp, "that Jerrold started to benefit from the successful operating results of its expansion and diversification program. Thus, after a net loss of $63,358 for the first half of the fiscal year, the company realized a net income of $229,491 for the six months ended Feb. 28."

Shapp also disclosed that electronic equipment for the Jerrold "home theatre" is now being shipped to Bartlesville, Okla., site of the first installation. It will be installed and operated by Video Independent Theatres, Inc.

Who's Wher

Robert V. Evans has been a pointed as assistant general attorn in charge of talent, program and fa lities contracts, and rights for C Television. He succeeds **Charles Woodard,** who has resigned to b come assistant to the president Westinghouse Broadcasting Compan Inc.

□

Byington F. Colvig has been a pointed account executive in the C cago office of CBS Television Sp Sales.

□

Robert G. McKee has been a pointed an account executive in t television sales department of ABC Central Division. He replaces **Jam Duffy,** former TV sales representativ who has been named director of sal for the ABC radio network in Chicag

□

Walter K. Neill, Hugh M. Simps and **Stan Byrnes** this week joined t staff of Television Programs of Ame ica, Inc., as account executives.

NTA's 'Rocket 86' Film Sold to 120 Stations

Exhibition contracts for Nation Telefilm Associates "Rocket 86" pack age of feature motion pictures hav been signed by 120 television statio in the United States and its posse sions, Harold Goldman, NTA vice president in charge of sales, an nounced yesterday.

The "Rocket 86" grouping of fea ture pictures included 78 release from the 20th Century-Fox studio

"The ratings achieved by motio pictures televised throughout th country indicate this type of pro gramming has carved a definite nich for itself in the nation's living rooms," Goldman declared.

'Web' Summer Show

"The Web," a new filmed myster series, will be seen on NBC-TV in the Sunday night 10-10:30 P.M. EDT time period beginning July 7 a a summer replacement for "Th Loretta Young Show," it was an nounced yesterday by Manie Sacks vice-president, television network programs.

Rooney in 'Pinocchio'

Mickey Rooney will star in the title role of a one-hour original musical based on the classic fairy tale "Pinocchio," to be telecast over NBC Sunday evening, Oct. 13, from 6:30 to 7:30 P.M., NYT. The Rexall Drug Company will sponsor the special program.

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JOE BUTTERFLY
JOE BUTTERFLY

EARTHQUAKE? NO! MIRTHQUAKE!

JOE BUTTERFLY ROCKED THE HOUSE!

THE Film DAILY

"Joe Butterfly"

SPRIGHTLY COMEDY DRAMA WITH ROBUST CHUCKLES, GOOD PORTRAYALS AND SOLID BOX OFFICE PROSPECTS. IT RATES OUTSTANDING BOOKINGS.

DIRECTION: Imaginative. **PHOTOGRAPHY: Excellent.**

A thoroughly delightful and frolicsome comedy-drama has been confected by Universal-International in "Joe Butterfly." Shot largely on location in Tokyo, the film has a persuasive cast, an uproariously funny story and a handsome production setting. It should take its place among the superior grossing films of the season.

The spirited, slyly impudent performance of Burgess Meredith as a lovable Japanese with a mischievous talent for larceny is one that will be remembered for a long time. The story harks back to the end of the war in Japan and the efforts of GI correspondents to get out their weekly issues of the Army paper Yank. The story centers on the effort to find living space in the congested area, with recourse to wit and daring often a necessity. George Nader plays the editor sergeant, with the Yank staff consisting of Audie Murphy, photographer; and staffmen Charles McGraw, John Agar and Frank Chase. Also present on the scene is the loud-mouthed rival correspondent of a civilian magazine, Keenan Wynn. What develops is a sizzling journalistic competition between Wynn and Nader, and an overall drive by the Yank staff to find comfortable working quarters. Fortunately Meredith has a novel answer to everything. It is not so much the story lines in this screenplay by Sy Gomberg, Jack Sher and Marion Hargrove that make the picture so successful as the evoked moods and situations that result in resounding bellylaughs.

Aaron Rosenberg has adorned his production in CinemaScope and Technicolor and Jesse Hibbs has directed in a breezy style. Laughter follows laughter in sequence after sequence. Especially funny is the scheme of the Yank boys to outwit Wynn by pretending that a native, Reiko Higa is Tokyo Rose. In form, Miss Higa is a Marilyn Monroe and in speech she is pure, stereotyped Brooklyn.

Oddly enough in the film the boys on Yank not only have their fun, they go on to have their glory.

The photography by Irving Glassberg is very good, especially in capturing native scenes, rituals and customs. Music supervision was by Joseph Gershenson. "Joe Butterfly" is by far the general moviegoers' cup of tea. At a "sneak" at the Riviera Theatre in Manhattan, it rocked the house.

A Universal-International Picture starring

AUDIE MURPHY · GEORGE NADER · co-starring KEENAN WYNN

KEIKO SHIMA · JOHN AGAR · CHARLES McGRAW · FRED CLARK and **BURGESS MEREDITH**

CINEMASCOPE · TECHNICOLOR®

As JOE BUTTERFLY, that lovable con-man!

DIRECTED BY JESSE HIBBS SCREENPLAY BY SY GOMBERG, JACK SHER AND MARION HARGROVE PRODUCED BY AARON ROSENBERG

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 81, NO. 97 NEW YORK, U.S.A., MONDAY, MAY 20, 1957 TEN CENTS

'How Not Answered'

Harling Hits Johnston on Toll-TV Issue

Sees No Foundation for Claim It Could Aid All

"The bald statement by Eric Johnston, president of the Motion Picture Association of America, that 'subscription television could prove helpful to everybody' has absolutely no foundation behind it," according to Philip F. Harling, co-chairman of the Committee Against Pay-As-You-See Television.

Harling, answering Johnston's statement made in Hollywood last

(*Continued on page 2*)

Guild Gets TV Station; FCC Rejects Protest

From THE DAILY Bureau

WASHINGTON, May 19.—The Federal Communications Commission has approved the transfer of stations WHAM and WMBV-TV in Marinette, Wisc., to Guild Films Co. Guild, a television film producer, is acquiring the stations from M. and M. Broadcasting Co.

The FCC last July originally approved the transfer, but received a protest from Valley Telecasting Co., which owns a Green Bay television station. Valley argued that Guild, as a film producer, would be in a favored position to get programs, but the commission on Friday decided otherwise and dismissed the protest.

Television Today Page 4

Accept Egypt License Plan

The board of directors of the Motion Picture Export Association has agreed to accept the license plan offered by the Egyptian government in a new agreement, according to the MPEA. The directors, however, are putting the license agreement subject to further discussions on working out a satisfactory remittance plan with Egypt.

The MPEA board, at its meeting last week, also heard reports from vice-president Ralph Hetzel, Griffith Johnson and Robert Corkery on their recent European and South American trips, respectively. They also discussed a minor adjustment in classification of provincial Danish

(*Continued on page 4*)

Tod Retires; Gordon In His Fox Field Post

Ted Tod, 20th Century-Fox's Chicago field exploitation representative since 1949, has retired, effective May 25, it was announced at the weekend by Rodney Bush, the film company's national exploitation director.

At the same time, Bush announced that Sol Gordon, veteran field man attached to the company's Detroit branch for the past seven years, has been transferred to Chicago to suc-

(*Continued on page 4*)

Hetzel Reports on Tour of Continent

Sees Europe Common Market Aiding U. S.

Tells of MPEA Long-Range Plan Abroad To Coordinate Activities Under System

By LESTER DINOFF

"If a common market resulted in a substantial improvement in European economies, the position of the American film companies would be strengthened considerably also," in the optimistic opinion of Ralph Hetzel, vice-president of the Motion Picture Export Association. He recently returned from a four-week tour of the Continent, his first in an MPEA capacity.

Ralph Hetzel

Hetzel, who presented a report on his trip to the board of directors of the MPEA at the weekend here, said that while in Rome, where the MPEA held a meet-

(*Continued on page 2*)

Chromatic Sole Owner Of Authorized Shares

From THE DAILY Bureau

WASHINGTON, May 19.—Paramount Pictures' subsidiary, Chromatic Television Laboratories, Inc., has reacquired 1,000 shares of its common stock held outstanding by outside interests to become the sole owner of all of its authorized shares, according to a Securities and Exchange Commission report.

Chromatic paid $90,000 to the sellers of the 1,000 shares, the report revealed, adding that the transaction was completed late in January, 1957.

Under the agreement, Chromatic is to make payment of the $90,000 to

(*Continued on page 4*)

REVIEW:

Silk Stockings

MGM—CinemaScope

Sparkling with music, dance and dialogue, plush with production values, lush in color and CinemaScope, this musical version of "Ninotchka" has value enough to make any box office jump. It is a light once-over treatment of the near classic film which contributed to Greta Garbo's greatness but for ingredients it has the indestructible Fred Astaire, the eye and dance appeal of Cyd Charisse, music and lyrics by Cole Porter and if that is not enough, a comedy trio led by, of all people, Peter Lorre.

Leavening the frothy souffle are some touches of superb satire, mostly

(*Continued on page 4*)

Honolulu Circuit Files U-I Anti-Trust Suits

Special to THE DAILY

SAN FRANCISCO, May 19.—Consolidated Amusement Company of Honolulu, which operates a score of theatres in the islands, filed an anti-trust suit in United States District Court here Friday against Universal-International.

The suit charged U-I with selling pictures previously earmarked for Consolidated, the recently opened Hawaiian theatre circuit operated by William Formann. Formann operates 35 drive-ins in California. Some of the 22 U-I films specifically named in the complaint will not be generally released until the end of July.

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PERSONAL MENTION

L. D. NETTER, Jr., vice-president of Todd-AO, returned to New York at the weekend from Cincinnati and Columbus.

•

Milton R. Rackmil, president of Universal Pictures, returned to New York yesterday from the Coast.

•

Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, is in Salt Lake City from New York.

•

Ralph Wheelwright, assistant to Howard Strickling at the M-G-M studios, arrived in New York yesterday from Hollywood.

•

Jesse Chinich, Western division manager of Buena Vista, left New York over the weekend for Chicago, Seattle and San Francisco.

•

Lewis Gilbert, British writer-director, returned to London yesterday from New York via B.O.A.C.

•

Leandro Forno, associated with Jack Hoffberg, of Hoffberg Productions, has arrived in Italy from New York.

•

Geoffrey Martin, advertising-publicity director of Rank Film Distributors here, was summoned to London over the weekend because of the illness there of his mother.

•

Kenneth Annakin of the J. Arthur Rank Organization returned to London by B.O.A.C. over the weekend after filming location shots here.

Cannes Award to AA's 'Friendly Persuasion'

Special to THE DAILY

CANNES, May 19.—Allied Artists' "Friendly Persuasion" won the Golden Palm Award of the Cannes Film Festival. The picture was directed by William Wyler and starred Gary Cooper and Dorothy McGuire.

IBM to Aid 'Desk Set'

International Business Machines Corp., in the company's first motion picture promotion in its history, is throwing worldwide support behind 20th Century-Fox's "Desk Set." IBM's more than 350 offices and showrooms will feature display material calling attention to the Henry Ephron production which spotlights a "mechanical brain" machine called "Emmarac."

New York's Cinema Lodge of B'nai B'rith installed its officers for the coming year headed by Robert K. Shapiro as president, at a special luncheon at Toots Shor's Friday. Harvey Platt, past president of the Metropolitan Council of B'nai B'rith which comprises over 200 lodges and chapters in the Greater New York area was the principal speaker and installing officer and he was joined on the dais by Cinema's past presidents with past president Burt Robbins as chairman. Seen in the picture left to right are past president S. Arthur Glixon; past president Martin Levine; Platt; Robbins; Shapiro; Rabbi Bernard Birstein and past president Saul E. Rogers. Also on the dais were past presidents Jack H. Levin and Irving Greenfield.

Hetzel Report

(*Continued from page 1*)

ing of its overseas representatives, plans were laid out for a long range program and arrangements were designed to improve the organization if the common market comes into being.

Calls Coordination Vital

"A coordination of the MPEA European activities is necessary in the light of the integration of all markets under one treaty agreement where there will be no economic barriers," the MPEA officer said. "It would be a free market within this territory—France, Italy, Germany, and the BENELUX countries — Belgium, the Netherlands, and Luxembourg," he said, adding there is a possibility that certain problems may arise which could "affect the business of the companies."

The matter of the Common Market is now being considered in the parliaments of the nations involved. Hetzel pointed out. The plans laid out in Rome are designed to "protect the interests of the American industry," he said. The position of the industry in an integrated market will help strengthen the economies of the nations also, according to Hetzel.

TV Situation Like U.S.

Hetzel, who visited Denmark, France, Italy and Great Britain, said that after talks with the Continental managers, he has observed that a number of European nations are in the early stages of television growth and they are experiencing the same difficulties which America had five years ago. "No doubt, television will increase the problems for American distributors and local industries in Europe, but the experiences had in America will help meet this competition by intensified joint efforts," Hetzel stated.

The MPEA official said that when he visited Denmark, he was encouraged by the outlook there and the results which old American films are having in that market. He expressed a hope that once other Danish theatremen see what success their fellow exhibitors are having with old American product—some report that business has increased between 40 to 50 per cent—they will sign agreements with the MPEA. Hetzel said he envisions a further boost in Danish business once the new American films enter that market, starting July 1.

International Film Sues Gen. Films, Rank

A suit for $380,000 was disclosed in New York Supreme Court on Friday when Justice Irving Levy granted a motion of the International Films Corp. for examination of Robert S. Benjamin, of General Film Distributors, Ltd., and the J. Arthur Rank Organization in connection with a 1951-52 agreement for distribution of 27 films for theatre and television exhibition in the U. S. and territories.

The complaint asserts that the defendants' representations that the films were free and clear as to obligations and liabilities of distribution by the Pentagon Pictures, Ltd., were "false and done to deceive and defraud the plaintiffs." In addition, ten of the 27 films were never delivered to the plaintiff, it is claimed.

AMPA Meet Thursday

A closed luncheon meeting of the Associated Motion Picture Advertisers to elect the nominating committee for a new slate of officers will take place Thursday at the Cadillac Restaurant here.

Harling Hits

(*Continued from page 1*)

week, declared here at the weekend that "for two-and-a-half years, exhibitors have been strenuously opposed to any form of pay-television coming under the jurisdiction of the Federal Communications Commission.

"The big question 'how' can pay-TV help exhibition has never yet been satisfactorily answered," he added.

For years, the proponents of toll-TV have said they can give greater and better television entertainment, but nobody has said to date that the entertainment they talk about will be supplied by new writers, new actors, new stories, and entirely new formats, the committee co-chairman stated. "It is a fact it is the same people who are in business today who will be in business for toll-TV if it ever comes to pass, and it is our opinion that today they are doing their best for free TV," said Harling.

Says FCC Was the 'Forum'

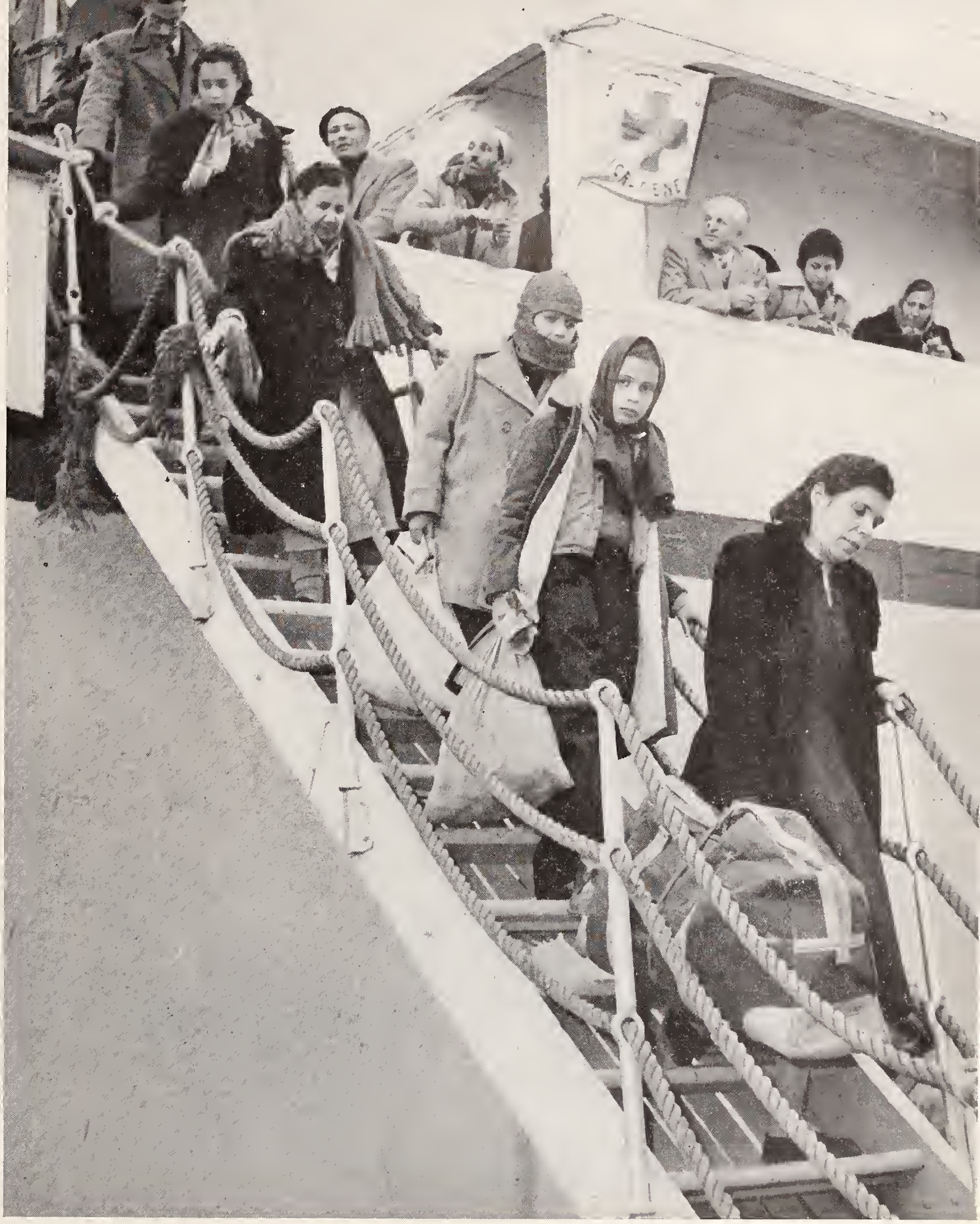
"When it was necessary for all segments of the entertainment industry to stand up and be counted, where was Johnston when the hearings were held in Washington on this very important issue concerning the customers of his clients? The forum to have made statements before was the FCC where it could be weighed as to its merits. The case is now in and waiting to be decided," Harling said.

Allied Outing Postponed

Allied Theatre Owners of New Jersey has postponed its scheduled June 6 all-industry outing and meeting to a later date. The exhibitor unit felt that attendance would not be high due to the following week's golf tournament sponsored by the Cinema Lodge.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

CRUISE SHIP- 1957



It is not enough to hate tyranny and cruelty. This is no time for comfortable complacency. These people were evicted overnight from their homes in Egypt for only one reason—they are Jewish. They will be welcomed in Israel. The burdens of this courageous little nation are heavier than ever now. They need our immediate help. When you attend the UJA Luncheon Thursday noon on May 23rd at the Park Lane Hotel, Park Avenue and 48th Street, the disheartened will take heart knowing you are a friend.

Television Today

IN OUR VIEW

CERTAIN of the advertising problems with which all industry in this country is faced generally are the more intensified in some respects when television is the medium of advertising employed. And this condition is yet another aspect of the field of commercials, that energetic item in the television agenda about which so many people do so many things, and concerning which nobody can ever do too much.

The case in point here is an action brought last week in New York State Supreme Court by the Schick Corporation, manufacturers of electric shavers for men and women, against the Remington division of the Sperry Rand Corporation, makers also of electric shavers for men and women. Remington is required to answer charges of "false, misleading, disparaging and damaging" advertising assertions, in an action for no less than $5,000,000. Schick claims Remington made the allegedly harmful statements on several network TV shows, with reference to the Lady Schick electric shaver for women.

•

Advertising in publications, let us say national magazines, for example, does not usually lend itself so readily to this kind of charge, since such sometimes objectionable matter comes more readily by voice than in written form, and of course often in connection with the voiced remarks the use of pictures can strike perhaps with greater impact and effect. In any event, the fact is that there are millions of potential viewers of a television commercial, and in the case of a popular show, it may be safely assumed that many millions of persons are tuned in. The effect is greater in every respect and in consequence the damage, if damage there be, is intensified. It behooves the advertiser, therefore, and the television industry generally, to be sharply aware of the situation.

•

Another case in point emerged last week when the Federal Trade Commission, in a test case, sought to restrain the American Chicle Company, makers of a stomach preparation, Rolaids, from making claims *via television commercials* which the F.T.C. says are not so. Also questioned is the device of an announcer, dressed as a doctor, making the pitch.

It does no one any good, in the long run, and a great many considerable harm, when intelligent good taste is forgotten in preparing the advertising message. No product is helped by declaring publicly that the competitive product is no good. Obvious exaggeration is equally faulty selling. That's negative selling and impresses very little, if at all the folks who buy. As a matter of fact in many cases it has the effect of turning the impactee away from the product whose seller disparages that of another or which is exaggerated. Television would seem to be an excellent place to avoid that kind of faulty advertising, for the good of everyone.

—*Charles S. Aaronson*

Chromatic

(*Continued from page 1*)

the sellers by Jan. 2, 1958, and if not paid by that date, the sellers are to receive 40 per cent of the royalties from the licensees of the color tube. Also, the payment of an amount equal to 10 per cent of the royalties received by Chromatic from the licensees of the color tube after Jan. 1, 1962, are to be paid to the sellers, the SEC report noted.

Caesar, Leaving NBC, Is Praised by Sarnoff

Sid Caesar late last week terminated his contract with National Broadcasting Co., effective immediately. The termination will not affect the comedian's programs for the remainder of the curren season.

Commenting on Caesar's resignation, Robert W. Sarnoff, president of NBC, said: "Sid Caesar has had a remarkable nine-year run on the NBC television network. He is a great artist. Naturally, we regret his decision, but we wish him the best of good fortune in whatever ventures he undertakes in the future."

TV Academy Elects Officers for '57-58

The New York chapter of the Academy of Television Arts and Sciences, at the first meeting of its board of governors, held here late last week, elected officers to guide the Emmy Award organization through 1957-'58.

Elected were: Mark Goodson, chairman; Robert F. Lewine, first vice-president; Hubbell Robinson, Jr., second vice-president; William J. Bratter, secretary; Lawrence Langner, treasurer, and Robert M. Carr, assistant treasurer.

Three Units to Produce For NBC 'Crisis' Series

Three separate units will produce 22 live and 20 film shows for "Crisis," NBC-TV's forthcoming Monday series of full hour dramas. Alfred Hitchcock will be the senior producer-director for 10 of the 20 filmed stories, the remaining 10 will be done by Revue Productions. The 22 "live" dramas will be produced in New York.

Silk Stockings

(CONTINUED FROM PAGE 1)

in the person of Janis Paige who plays a Hollywood movie star in the grand manner. A press interview upon her arrival in Paris ("There's absolutely no truth to the rumors. We're just good friends") is Hollywood at its best making fun of itself at its worst. From there it breaks into a satiric dance, "in gorgeous Technicolor, breathtaking CinemaScope and stereophonic sound," which is a classic in its own right.

Throughout the picture it is the dance arrangements, flowing, fluid and meaningful as interpreted by Astaire, Miss Charisse, Miss Paige, and even in his own way by Lorre, which time and again pick up the story and send it on its merry way. Miss Charisse is the dedicated lady Communist who is sent to Paris to force the return behind the iron curtain of Wim Sonneveld, a Russian composer whom Astaire, an American film producer, has seduced into adapting his music for a capitalist picture.

The conversion of the Spartan lady from the Marxian dialectic to Parisian romance is, of course, the story, told this time around in considerably broader comedy terms than in the more subtle comedy-drama of the first version. But the music, the dancing, the color and the general air of bubbly fun add up nevertheless to solid entertainment.

The picture is an Arthur Freed production, directed by Rouben Mamoulian and shows the veteran professional touch of both. It is in Metrocolor and CinemaScope with Perspecta sound.

Running time, 117 minutes. General classification. Release, July 19.

James D. Ivers

WGA (West) Reports Worth Doubled in Year

From THE DAILY Bureau

HOLLYWOOD, May 19. – The Writers Guild of America, West, has doubled its net worth in the past year, it is reported by Curtis Kenyon, treasurer, in his annual financial statement to the membership.

Total capital for the fiscal year ending last March 31 is $83,148, as compared to $39,872 for the previous year, Kenyon stated.

Television writers' income for the period covered by his annual statement jumped nearly two million dollars, from $4,742,404 to $6,814,662, over the previous year, and screen writers' income nearly a million, from $10,338,431 to $11,151,234, the figures revealed. Radio writers' income was down from $765,939 to $467,227, but with the slack well taken up by the additional revenue from television.

McPherson, MGM, Dies

LONDON, May 19.—Mervyn McPherson, for 30 years press agent in London for M-G-M, died in Monte Carlo, where he retired six years ago. A familiar figure in the industry here, he was described as "the publicity man who looked and acted like an ambassador."

A. C. Books Todd-AO

ATLANTIC CITY, N. J., May 19. —George A. Hamid, Jr., has arranged for the installation of the Todd-AO process at his Virginia Theatre on the Boardwalk here for the showing of "Around the World in 80 Days." The Hamid house will be the only one in the entire state equipped with the process, which is expected to be installed within the next two weeks.

Egypt Licenses

(*Continued from page 1*)

theatres regarding film rentals, a report on a discussion with Italian film authorities, and theatre prices in Brazil, where there is a ceiling on admission ticket prices. On Brazil, the directors are seeking an adjustment of the prices for "special system" films.

The MPEA was also informed that overseas representative Charles Baldwin is in Spain currently surveying that market and that overseas representative Charles Egan is in Pakistan working on a new film agreement. The board also approved the naming of a distribution official to the censorship board in Peru.

Tod Retires

(*Continued from page 1*)

ceed Tod. Stephen Pirozzi has been employed by 20th to assume much of Gordon's present territory.

Coincident with the changes in its field force, 20th has realigned the midwest exploitation territories. Gordon, operating out of Chicago, will cover the area serviced by the Chicago, Detroit and Milwaukee exchanges. Pirozzi will supervise exploitation activities in the Cleveland, Cincinnati and Indianapolis exchange areas, with his headquarters in Cleveland.

Barry Tour for 'China'

Gene Barry, star of 20th Century-Fox's "China Gate," will open in New York today a tour on behalf of the picture. His appearances here today and tomorrow will be followed by visits to Boston, Montreal, Ottawa, Toronto, Hamilton, Ont., and London, Ont.

Coming! United's superior new low-cost service . . .

DC-7 CUSTOM COACH

NONSTOP NEW YORK-LOS ANGELES

Starts June 9, fare only $99*

NEW YORK-CHICAGO-LOS ANGELES

Starts July 11, fare New York-Chicago only $33*, Chicago-Los Angeles only $76*

UNITED AIR LINES ®

UNITED
UNITED
DC-7

DC-7 CUSTOM COACH

It's air travel's newest treat! United's DC-7 CUSTOM COACH, featuring —

- HOT meals (optional at nominal price). They're full-course and they're delicious, served to you on convenient fold-down tables.
- Specially reserved seats (choose your own at check-in time!).
- Exclusive new comfort arrangement, with plenty of stretch-room for 6-footers, increased aisle space, extra comfort for everyone. Colorful new interiors.
- Nation's fastest airliner, the DC-7, with 6-mile-a-minute service at economy fares.

For reservations or information, just call United or an authorized travel agent.

*Fares plus tax. Local times quoted.

STARTS JUNE 9

Nonstop service lv New York 11 a.m., arr Los Angeles 4:35 p.m.

STARTS JULY 11

Lv New York 10:30 a.m., lv Chicago 1:10 p.m., arr Los Angeles 5:25 p.m.

SOON

the producer
and the director of
FROM HERE TO ETERNITY*

command
your attention
to
another
motion picture
masterpiece...

A HATFUL OF RAIN

FRED ZINNEMANN

* *produced by* **BUDDY ADLER** | *directed by* **FRED ZINNEMANN**

from 20th century-fox in CINEMASCOPE

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 81, NO. 98 NEW YORK, U.S.A., TUESDAY, MAY 21, 1957 TEN CENTS

Annual Meeting

Confirm Tech. Seeks Foreign Cinerama Deal

Technirama Encouraging Kalmus Tells Stockholders

By JAY REMER

Dr. Herbert T. Kalmus, president and general manager of Technicolor, Inc., yesterday confirmed that his company is currently negotiating for the foreign rights of the Cinerama productions.

Presiding at the annual stockholders meeting here, he admitted that Technicolor was in the midst of negotiations but refused to comment fur-

(*Continued on page* 8)

RKO Circuit Asks for Bid Rights in Mpls.

Special to THE DAILY

MINNEAPOLIS, May 20. – Changes in the first-run situation here are seen as a result of the demand by the New York home office of RKO Theatres that its Twin Cities houses be allowed to bid for all pictures, regardless of company.

In the past, the Malco circuit and the two independents, Ted Mann and

(*Continued on page* 8)

To Show Variety Film At Tent 35 Luncheon

"Heart of Show Business," a 40-minute film in color depicting the Heart projects of American Variety tents, will be shown to members of New York's Tent 35 following a luncheon meeting at Toots Shors next Tuesday. The film, as previously an-

(*Continued on page* 5)

QP Showmanship Awards Luncheon

Re-Appraise Industry Thinking, Schwartz, Seadler Urge Showmen

A reappraisal of industry methods and thinking in the fields of advertising-publicity, product supply and business building was urged by Si Seadler, M-G-M advertising manager, and Sol Schwartz, president of RKO Theatres, in addressing industry advertising-publicity executives who served in the judging yesterday of the 23d annual Quigley Showmanship Awards at Toots Shor's restaurant here.

Seadler called for an early solution of the problem of advertising billings, which he said is becoming increasingly costly to the industry; recommended a re-evaluation of the practice of emphasizing sex in advertising, and also of the practice of de-glamorizing stars and films by publicity that leaves nothing to the imagination.

Sees Public as Smarter

Schwartz reminded that the public today is less gullible than ever before but that the industry, in producing and selling entertainment, has changed but little in the last 10 years to win the patronage of this smarter public.

Schwartz also reminded that theatres are in business 52 weeks of the year and charged distributors with neglecting to provide a sufficient supply of product throughout the whole year.

The speakers were introduced by Martin Quigley, who presided at a dais which also included Sidney M. Markley, vice-president, American Broadcasting - Paramount Theatres; Alex Harrison, 20th Century-Fox gen-

(*Continued on page* 7)

SI SEADLER SPEAKING, and with him at the head table Sidney Markley, Alex Harrison, Russell V. Downing, Sol Schwartz, Martin Quigley, Max R. Youngstein, Herman Robbins, Ned E. Depinet, and Mitchell Wolfson.

M. P. DAILY Picture

Blame Cut in Minnesota Drive-in Takes on DST

Special to THE DAILY

MINNEAPOLIS, May 20 – Two weeks of daylight saving time in Minnesota have already hurt theatres, a check of outdoor exhibitors has revealed. The drop in revenue from the comparable period in previous years ranges from 25 per cent up to a high of 40 per cent in some exceptional cases.

In the Twin Cities area, the operators of 11 drive-ins claim they might as well shut up shop during the week and they concentrate on Friday and Saturday nights.

"You've got to do it week-ends," one Twin Cities exhibitor said, "because they just won't come out on

(*Continued on page* 8)

Postpone Decision on Business Plan Funds

The board of directors of the Motion Picture Association of America, following a meeting here yesterday morning, decided to look into all phases of the industry business building program before deciding upon the financing of such a plan, according to an MPAA representative.

The board, after hearing a report yesterday from A. Montague of the MPAA business building coordinating committee, agreed not to make a de-

(*Continued on page* 6)

'Progress Report'

UA's 19-Week '57 Gross Up 16 Per Cent

Krim Is Optimistic on Co.'s Prospects for Year

By LESTER DINOFF

(Picture on Page 8)

United Artists' world - wide gross from theatrical distribution in 1957 will "be substantially greater" than that of last year's all-time high of $64,771,784, according to president Arthur B. Krim, who yesterday announced that the company's gross in the first 19 weeks of this year is 16 per cent over the comparable 1956 period.

Krim, presiding at a UA "progress report" trade press meeting, reported that the world-wide gross in the first 19 weeks of 1957 totals $20,716,962 as compared with $17,889,799 for the similar period of last year.

Highly optimistic about the company's prospects for the remainder of 1957 and for the calendar year 1958,

(*Continued on page* 8)

UA TV Revenue Seen $5,000,000 in '57

United Artists is currently studying "all alternatives" regarding television production and distribution, according to president Arthur B. Krim, He said yesterday that the company "does not consider television as a retarding influence, but looks upon it as a healthy source for increasing revenue."

Krim, disclosing that UA received

(*Continued on page* 8)

TRADEWISE
on page 2

Television Today
on page 6

PERSONAL MENTION

ROBERT S. BENJAMIN, chairman of the board of United Artists, and MRS. BENJAMIN have returned to New York from a three-week trip abroad.

•

THOMAS F. O'NEIL, chairman of the board of RKO Teleradio Pictures, and WALTER BRANSON, vice-president of RKO Radio in charge of world-wide distribution, will leave Venice today for Innsbruck, Germany.

•

ERIC JOHNSTON, president of Motion Picture Association of America, and KENNETH CLARK, vice-president, returned to Washington yesterday from New York. They will be back here again tomorrow.

•

Y. FRANK FREEMAN, vice-president of Paramount Pictures, has entered a Coast hospital for a periodical check-up.

•

JULIUS M. GORDON, president of Allied States Association, has returned of Beaumont, Texas, from New York.

•

MITCHELL WOLFSON, president of Wometco Theatres, returned to Miami Beach yesterday from New York.

•

LEWIS HORWITZ, son of M. B. HORWITZ, head of the Washington Circuit, Cleveland, will be married on June 13 in Park Synagogue there to JANET PRICE.

•

DON MANKIEWICZ, writer, will return to the Coast at the weekend from New York.

•

JOHN HIGGINS, in charge of the film advertising department at "Saturday Evening Post," will leave here today by plane for the Coast.

•

LOUIS ROSENBAUM, president of Muscle Shoals Amusement Co., Florence, Ala., and MRS. ROSENBAUM are expected to return there shortly from a trip around the world.

•

MRS. JOSEPH HYAMS, wife of the assistant advertising-publicity director of Figaro Productions, gave birth to a girl here last week at Polyclinic Hospital.

•

WILLIAM HANLEY, formerly head booker for RKO Radio in Albany, N. Y., is now booking for Allied Artists in that city.

TRADEWISE

By ONLOOKER

THAT was a lulu of a rejoinder that Al Daff, Universal's executive v-p, got off at the company's international sales meeting in Rome last week to the remarks of John Davis, the Rank Organization major domo, at the Cinematograph Exhibitors Association convention in Gleneagles, Scotland, anent an allegedly fading Hollywood and dwindling overseas American market. . . . If Hollywood is fading with 70 per cent of the world theatres' playing time, Elstree should learn how to die happy like that, might be a paraphrase of Daff's reply, even though he didn't address it specifically to Davis. And even with legislative protection and government subsidy, in Britain as in most other countries abroad, no nation's films have succeeded in replacing Hollywood's in overwhelming public favor, Daff reminded, casting some doubt on whether the suggested European common market will have as disastrous an effect on American films as Davis predicted.

ANOTHER SPEECH that made headlines last week was Eric Johnston's to a Hollywood press conference on the subject of toll television, among other things. . . . Pay tv, he was quoted as saying, "may be good for everyone." Now that's just dandy if, like Eric's membership, you're a producer-distributor. But an exhibitor can be forgiven if he's so dumb he can't see much chance of being aided by the sale of films his theatre wants to a toll television station that will sell them to the theatre's patrons in their homes at less per head than the theatre has to charge. . . . As a matter of fact, there is no conclusive evidence yet that even the sale of film backlogs to "free" tv has been wise. Who knows what part it has played in reduced theatre attendance? Will it end up by taking more from distribution receipts than the selling companies realized on the tv rights? Who knows?. . . . Republic and RKO were among the first to make tv deals. It didn't exactly bring them prosperity. . . . Then Mitchell Wolfson of Wometco Theatres, Florida, one of the nation's able exhibitors and among the first theatre men to tie into tv station operation, warned fellow exhibitors about telemovies, terming the new idea economically unsound but having the possibilities of destroying theatres should it succeed. . . . He's probably right, but did he have to warn distributors to get a big enough cut for their pictures for the first run on telemovies because it's unlikely there will be any subsequent runs? That's being too tender-hearted.

ALTHOUGH THE DEAL by which Howard Hughes' "Jet Pilot" went from RKO to Universal for distribution made no provision for Hughes to have any say in its advertising, Hughes nevertheless is reported to have told a New York ad agency to go right ahead with a campaign that he devised. . . . Hey, David Lipton, has he let you see it yet? . . . What drives producers — and production planners—nuts: "Love Me Tender," 20th Century-Fox's contribution to the Elvis Presley—rock-'n'-roll set, is outgrossing "Carousel" and "The Man in the Grey Flannel Suit." And it's only about two-thirds played off. . . . And on the other side of the street, Henry Fonda's fine picture, "12 Angry Men," beautifully written, acted and directed, enthusiastically praised by critics, and with strong opening advertising-publicity, has to fight for every buck it earns. . . . An executive of a hinterland circuit tells of his company employing a rural school superintendent as part time manager of one of its houses in a small town some 300 miles from circuit headquarters. They noticed more juvenile than adult tickets were being sold and attributed it to enterprise on the manager's part among his classroom charges. But the increase of juvenile sales over adults continued until it was entirely out of proportion to the town's juvenile population. Investigation disclosed that the superintendent of schools was selling almost everyone a juvenile ticket and pocketing the difference. . . . And they blame delinquency on movies.

Balaban Group Buys Radio Co.

From THE DAILY Bureau

CHICAGO, May 20. — Harry and Elmer Balaban, owners of the H. & E. Balaban theatre chain as well as a group of radio-TV stations in Illinois and Indiana, are included in the group of Chicago financiers who have purchased the Missouri Broadcasting Corp.

The sale is contingent upon approval by Federal Communications Commission. The corporation operates radio stations WIL in St. Louis and WWIL in Fort Lauderdale, Fla. The sale price was quoted as $650,000. Others in the group are Leo and Harold Lederer, of Atlantic Brewing Co., and Julius Epstein, banker.

Fox Meeting Today

Twentieth Century-Fox's annual meeting of stockholders will be held today at the company's home office at 2 P.M. In addition to the election of directors and other regular business, the stockholders will be asked to act upon a new plan for the granting of stock options to certain executive employees of the corporation.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
GREGORY PECK • LAUREN BACALL
IN
"DESIGNING WOMAN"
In CinemaScope and METROCOLOR
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

MOVIELAB
TV
FILM SERVICE CENTER
• EDITING ROOMS
• STORAGE ROOMS
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MOVIELAB BUILDING
619 W. 54th St., New York 19
JUdson 6-0367

WHEN YOU NEED A GOOD
SPECIAL TRAILER QUICK
. . . and one that has SELL to it, SEND IT TO GOOD OLD DEPENDABLE . . .
Just say when you want it and YOU'LL HAVE IT!
1327 S. Wabash Chicago, Ill. FILMACK 630 Ninth Ave. New York City

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

THEY'LL NEVER PUT OUT A HOTTER ONE.....

...and they'll never put out a hotter music promotion!

TV MATERIAL *featuring Rita will promote the popular rhythms with Rita Hayworth introducing Hayworth's Calypso dance and the Calypso music background and melodies nationwide.* **SPECIAL RADIO SPOTS** *her favorite Calypso tunes, which were born right where the picture was filmed, in the West Indies.* **A NEW RECORDING BY MORRIS STOLOFF,** *"Theme From FIRE DOWN BELOW," on the Decca label, features the new, hot beat that's got the nation listening and dancing.* **A SENSATIONAL DECCA SOUND TRACK ALBUM,** *"Music From The Sound Track of FIRE DOWN BELOW," will receive the same high-powered promotional treatment given the fabulously successful "EDDY DUCHIN STORY Sound Track Album."* **A NEW CALYPSO ALBUM** *by Mercury, "FIRE DOWN BELOW—Music With A Calypso Beat," features Rita Hayworth and the picture title on the cover. Eleven popular artists are heard on this LP disc.* **RICHARD HAYES SINGS** *"FIRE DOWN BELOW."* **JERI SOUTHERN SINGS** *"FIRE DOWN BELOW" on a new Decca disc that looks—and sounds—like a hit.* **OTHER RECORDS BY TOP ARTISTS** *are now in the preparation stage, timed to reach the public in advance of the film's release.* **DISC JOCKEYS** *all over the country will be bombarded with records in advance—and Columbia will add fuel to the Calypso fire by "hand-planting" platters with key spinners everywhere in conjunction with major area playdates.* **SHEET MUSIC** *of both the vocal arrangement of "FIRE DOWN BELOW" by Ned Washington and Lester Lee and the piano solo, "Theme From FIRE DOWN BELOW," by Jack Lemmon, will be sold in music stores from border to border and coast to coast.*

THREE OF THE BIGGEST IN ONE OF THE BEST!

COLUMBIA PICTURES presents A WARWICK PRODUCTION

RITA HAYWORTH · ROBERT MITCHUM · JACK LEMMON

in

FIRE DOWN BELOW

Screenplay by IRWIN SHAW · Directed by ROBERT PARRISH
Produced by IRVING ALLEN and ALBERT R. BROCCOLI
TECHNICOLOR® · CINEMASCOPE

PRINTED IN U.S.A.

and more hot promotion to come...from COLUMBIA!

Red China Theatregoers Over Billion in 1956

By A. C. PINDER

TOKYO, May 15 (By Air Mail)—Cinema-goers in Red China, which numbered 50 million in 1949, climbed to 1,300,000,000 in 1956 with rural attendance accounting for 60 per cent of the 1956 total, Hsia Yen, Communist Vice Minister of Culture, claims.

He admitted that there were shortcomings in the Chinese film industry on the mainland, describing one of their causes as "a doctrinaire and sectarian style of work by leading people and lack of experience." He also admitted that the Chinese people had expressed dissatisfaction with the low quality and dull films produced in 1956.

PEOPLE

Jack Labow, formerly managing director of the RKO Radio organization in Canada, has been named special sales representative for the company's foreign sales division. He will work out of the home office and will report directly to **Sidney Kramer,** foreign sales manager.

□

Murray M. Kaplan, formerly of the sales department of United Artists and of Artists-Producers Associates, has joined Times Film Corp. as sales assistant to **William Shelton,** vice-president in charge of distribution.

□

Obby Potashnick, of the Warner Brothers advertising department, has resigned to join Charles Schlaifer & Associates.

□

Benny Zimmerman, formerly manager of the Carman Theatre, Philadelphia, now closed, has joined with **Dave Rubin** to form Z and R Amusement Co., to operate the house, which they will reopen late this month.

□

John E. Holmes, formerly vice-president in charge of sales for Automatic Projection Corp. and district sales manager of Viewlex, Inc., has been named sales manager of Roger Wade Productions, Inc.

□

George T. Eaton, head of the photographic chemistry department, has been appointed assistant head of the applied photography division of Kodak Research Laboratories.

Variety Film

(*Continued from page 1*)

nounced, is to be distributed to theatres by Columbia, with proceeds to be shared by Variety Clubs International, the individual tents and the producer of the film.

REVIEW:

Tammy and the Bachelor

Universal-International—CinemaScope

A CHARMING, IF ingenuous story of the effect a backwoods girl has in a declining aristocratic Southern family has been fashioned winningly by Oscar Brodney from a novel by Cid Ricketts Sumner. The young lady of the title is played by Debbie Reynolds, who gives a delightful performance and is on screen virtually the entire running time of the film.

She is the granddaughter of Walter Brennan, a jolly old preacher, who has raised her properly enough, although her refreshing frankness and primitive ways eventually make her a problem. When a private plane crashes in their Bayou country, they nurse the pilot back to health. The young innocent falls in love with him but he returns to his family's rundown plantation.

When Grandpa is taken to jail for making corn liquor, he makes Tammy go to the young man's house to live. There she encounters a strange assortment of people including a bitter mother, a Milquetoast father, a Bohemian aunt and a snobbish girl friend. Tammy captivates or shocks her various new acquaintances all the time futilely loving the young man.

Among the complications that set in are his desire to put the plantation back on its feet although his fiancee prefers the advertising business for him, an annual ball when the plantation is restored to its former glamour and tourists pay to visit it and the discovery that Grandpa is a "jailbird." Naturally Tammy's bachelor realizes he's in love with her and all's well on the old plantation.

If the picture were less expertly acted by Miss Reynolds, it could have been a sticky, saccharine affair but in her youthful hands it becomes warm and funny. Helping her are Leslie Nielsen as the boy, Mala Powers as the other woman, Fay Wray and Sidney Blackmer as the parents and Mildred Natwick as the vivacious aunt who thinks New Orleans is more her speed. Ross Hunter produced and Joseph Pevny directed this little charmer which, despite its rural background, should delight the big towners with equal ease. Incidentally, Miss Reynolds sings only one song, "Tammy," but the lack of musical numbers isn't a detriment.

Running time, 89 minutes. General classification. Release, in July.

JAY REMER

Churubusco Workers To Strike June 7

Special to THE DAILY

MEXICO CITY, May 20.—If the Churubusco Studios are not closed by its owners as announced on May 30, they will be shut down on June 7 by a strike of its organized employees, members of the technical and manual workers locals of the Picture Production Workers Union (STPC). The strike was moved up from May 21, to guarantee that their interests are protected.

In announcing the closure, Cesar Santos Galindo, Churubusco's manager, said the unionists would be paid a $200,000 indemnification for dismissal. Galindo declared that he is at a loss to know why the unionists called the strike because the studio's owners intend to pay the dismissal indemnification.

Seeks 3 Theatres

PHILADELPHIA, May 20—A. M. Ellis, who heads the largest independent theatre circuit in this area, the A. M. Ellis Theatres, has entered into negotiations with Paramount Theatres for the circuit's three local key neighborhood houses—the Tower, Roosevelt and Nixon.

Mexican Circuits Buy Full Control of Cos.

Special to THE DAILY

MEXICO CITY, May 20.—The two leading theatre circuits, Operadora de Teatros and Cadena de Oro (Golden Chain), now totally own the theatres and distributing companies that were controlled by Gen. Abelardo L. Rodriguez, former president of Mexico; Theodore Gildred, American film industry, and Miquel Bujazan. They recently bought out Rodriguez and Gildred, who owned 75 per cent of the stock. Bujazan has just sold to them his 25 per cent holding.

Operadora and Golden Chain plan to extend into Central America. They are soon to send representatives to Guatemala, El Salvador and Costa Rica to buy or lease theatres, then later to do likewise in other countries in that zone whose money has a favorable exchange rate against the dollar Both circuits count upon this extension as strengthening exhibition of Mexican pictures abroad.

Evergreen House Is Shut

TACOMA, May 20 — Evergreen Theatres has closed the Blue Mouse here, thus cutting their operations in this city to four houses.

. . . NEWS ROUNDUP

Two Flights to Honor Lindy

Commemorating the 30th anniversary of Charles A. Lindbergh's historic trans-Atlantic flight, two special flights will re-trace the famed flyer's route, one from Floyd Bennett Field to Paris, the other from San Diego. This morning a North American F-100F Super Sabrejet will take off from Floyd Bennett Field for Paris in an attempt to establish a new record for the route. In addition, a KLM Royal Dutch airline will leave San Diego tomorrow to fly non-stop to Paris. The flight will be virtually the same route taken by Lindbergh in The Spirit of St. Louis.

■

Gimbel Aids 'Face' Benefit

All four of Gimbel's department stores in the New York Metropolitan area have tied in with Warner Bros.' "your favorite charity" world premiere of Elia Kazan's "A Face in the Crowd" at the Globe Theatre on May 28. Basis of the tie-in is a photo identification promotion calling for patrons of the Gimbel's stores on Broadway and 33rd Street, Yonkers, Valley Stream and Bay Shore, L. I., to identify themselves from photographs taken at these stores daily. Those who do so will receive a pair of tickets to the world premiere of the picture.

■

Six B.I.S. Color Shorts Here

The opening yesterday of "Foothold on Antarctica" at the Fine Arts Theatre here as a companion film to "Torero," and "Bloodstock" at the Baronet with "The French They Are a Funny Race," brings to six the number of color shorts from British Information Services currently playing in New York.

■

Galanter to Tour for 'Eagels'

Serving as a special emissary from producer George Sidney, public relations representative Ted Galanter tomorrow will begin a tour in the course of which he will introduce Columbia's "Jeanne Eagels" to newspaper editors and radio and television executives in 21 major cities.

Advancement for 3 Kodak Executives

ROCHESTER, N. Y., May 20 — Three Kodak men have been advanced to new positions by directors of Eastman Kodak Company. Harmar Brereton was elected vice - president and general counsel. William F. Shepard was elected secretary, and Ira C. Werle assistant secretary. Shepard and Werle were also appointed assistant general counsel.

Television Today

Who's Where

Henry A. Gillespie has been appointed manager of the Chicago office of CBS Television Film Sales, Inc. He has been Midwest sales manager of Screen Gems since 1953. Before that he was Southeastern sales representative for RCA recorded program services, after being in the radio recording division of NBC in New York.

☐

Sam **F. Hill,** Jr., has been named an account executive in the New York office of CBS Television Spot Sales, Inc. Hill formerly was in the Chicago office of Spot Sales.

☐

W. E. **Boss** has been appointed director, color television coordination, Radio Corporation of America.

Murray to Bristol-Myers

The Bristol - Myers Company will sponsor the Arthur Murray Party starting Monday, July 1 (9:30-10 P.M., EDT), when the NBC-TV variety show moves to a new evening and time for the summer, it was announced today by William R. (Billy) Goodheart, Jr., vice-president, NBC Television Network Sales.

'Telephone Time' Moves

ABC-TV's "Telephone Time," the series of true-life human interest dramas sponsored by the Bell Telephone System, will move to Tuesday nights, 9:30-10 P.M., EDT, effective June 11. The program is currently presented Thursday nights at 10 P.M.

Roach Series Goes to NBC for Syndication

The Charlie Farrell Show package of films produced by Hal Roach, Jr., has been sold to NBC Television Films for syndication. The sale of the twelve-episode block, which aired last summer on CBS Television, was negotiated by Ned Koenig of the Roach Studios and NBC-TV.

The Farrell series re-activation is the second such accomplished by studio owner Roach during the past season, and follows the purchase by RKO Television of the Roach-produced "Screen Directors Playhouse" episodes for world-wide syndication on a seven-year lease rights basis.

New Teen-Ager Series

"Look Up and Live," CBS Television's highly-acclaimed Public Affairs series (Sundays, 10:30-11:00 A.M., EDT), is beginning a special nine-part summer series aimed at television's teen-age viewers starting Sunday, June 2. The series, titled "The Seeking Years," is aimed at helping teen-agers think about their goals, their standards and approach to life.

Pacts for 5 CBS Shows

Nestle Company, Inc., Time, Inc., Thomas J. Lipton, Inc., and Schlitz Brewing Company have signed nighttime renewal contracts and others have signed daytime renewals for five CBS Television network programs, it was announced today by William H. Hylan, CBS Television vice-president of sales administration.

Commerce Film Section Funds Up to House

From THE DAILY Bureau

WASHINGTON, May 20. — A House - Senate conference now must decide whether to continue the Commerce Department's Business and Defense Services Administration, which includes the film section headed by Nathan D. Golden.

The House originally voted to abolish all the BDSA industry divisions, which serve as liaison between Government and business. The Senate has voted to appropriate $2,167,000 to continue the industry divisions during the coming year, although on a somewhat curtailed basis. The matter now must be compromised in a House-Senate conference. Lawmakers thought it likely that some funds would be voted the industry divisions, though possibly still less than voted by the Senate.

Hartman Buys in Coulee

COULEE DAM, Wash., May 20—B. B. Hartman has purchased the Roosevelt Theatre here from R. A. Gardner. The Coulee Dam Theatre has been closed.

194,200 Stock Shares Registered by GPEC

General Precision Equipment Corporation has filed with the Securities and Exchange Commission registration statement covering 194,200 shares of cumulative convertible preference stock ($50 liquidating value). The corporation proposes to offer the stock for subscription by the holders of its common stock on the basis of one new preference share for each 6 common shares held, and by the holders of its $1.60 cumulative convertible preference stock on the basis of one new preference share for each nine $1.60 preference shares of the company held.

Special 'Face' Showing

WASHINGTON, May 20 — Elia Kazan and Budd Schulberg will meet with the nation's leading political commentators, plus a number of United States Senators following a special showing tomorrow night of Kazan's "A Face in the Crowd" to be held in the Motion Picture Association Theatre.

The film is a Warner Brothers release.

J. R.

Business Plan

(*Continued from page* 1)

cision on the financing proposal until tomorrow when the MPAA advertising and publicity directors committee reports on the industry campaign.

Montague discussed the financing proposal advanced by Ernest G. Stellings, president of Theatre Owners of America, and the Council of Motion Picture Organizations in which the campaign would be financed by a levy on film rentals.

Hopes for $2,800,000

Under his proposal, Stellings envisioned a $2,800,000 fund for the Jubilee promotion program. It is based on a levy of .4 of 1 per cent on the industry's $350,000,000 annual film rental which, added to every exhibitor's invoice when he is billed, would produce $1,400,000. The TOA head proposes that distribution match this assessment to produce the $2,800,000 fund which he believes to be the minimum required for an effective promotional campaign.

The MPAA board member and vice-president of Columbia Pictures also discussed this proposal with the general sales managers committee before giving his report to the MPAA directors.

Will Discuss 'Monkey'

Besides taking up the advertising-publicity directors committee report on the business building plan, which will be presented by chairman Roger H. Lewis, the MPAA board of directors will also discuss an appeal by producer Edward Small on the withholding of a Code seal for "Monkey on My Back."

Oklahoma Asks, Gets Return of Cinerama

Special to THE DAILY

OKLAHOMA CITY, May 20—Cinerama will return to Oklahoma City on June 12 for a 12-week run of "Seven Wonders of the World," it has been announced by Lester B. Isaac, national exhibition director of Stanley Warner Cinerama, in a letter to Stanley Draper, managing director of the Oklahoma City Chamber of Commerce. Draper, together with Governor Gary of Oklahoma, has been working to get the new medium back here following its close at the Warner Theatre last Jan. 19 following an eight-month run.

RKO TV Luncheon

C. Robert Manby, vice-president of RKO Teleradio Pictures, will discuss the operation and development program of RKO Television, a subsidiary, at a luncheon here on Thursday at Toots Shor's Restaurant.

Detroit Theatre Closed

DETROIT, May 20 — The Carver Theatre here has closed. Equipment is being removed and the property will be used for other than theatre purposes.

REVIEWS

Break in the Circle

Exclusive-20th-Fox

Forrest Tucker stars in this British-made melodrama that's long on action and short on logic. Everybody keeps running to and fro, on land, sea and air, the villains are disposed of, the hero gets his girl and the picture telegraphs its almost every move.

Tucker plays an American whose boat is used for various smuggling activities in European waters. Eva Bartok, ostensibly a writer but actually working for Scotland Yard Special Intelligence, is in love with him and tries to make him give up his illegal work, all to no avail. When wealthy Marius Goring persuades him to smuggle a noted German scientist into England, the snooping Miss Bartok is forced to come along.

Once in Hamburg, Tucker is able to trace the scientist to Hamburg and some Iron Curtain agents. With the undesired aid of the girl and some fantastic derring-do he successfully brings the gentleman to his boat. However, Goring does not want him for noble reasons as originally expressed but for some nefarious plan of his own. Tucker once again dons his hero's costume and brings the villain to justice.

An Exclusive production, the film was produced by Michael Carreras and written and directed by Val Guest.

Running time, 69 minutes. General classification. Release, in April.

J. R.

Spoilers of the Forest

Republic—Naturama

HARTFORD, May 20

Rod Cameron, who needs scant introduction to action-seeking audiences, teams with Vera Ralston in a forest melodrama accorded the very evident advantages of both Naturama and Trucolor processing. Additionally, the Republic presentation is enacted by Ray Collins, Hillary Brooke, Edgar Buchanan, Carl Benton Reid and Sheila Bromley, no strangers to this type of entertainment.

Miss Ralston owns some 64,000 acres of valuable timber land with her foster-father (Carl Benton Reid). Their conservative cutting, to preserve forest resources, doesn't particularly fit in with plans of Ray Collins, lumber tycoon. So he puts into effect a scheme whereby his foreman (Cameron) will make love to Miss Ralston and thereby influence her into letting the Collins interests cut her share of the timber.

From here, matters assume rather familiar proportions, but the action, assembled by Joe Kane (dual credit as producer-director), flows snugly along. And the great forests of the Pacific Northwest are seen in all their splendor.

Running time, 68 minutes. General classification. Release, in April.

A. M. W.

Re-Appraisal of Industry Thinking Is Urged

Seadler Wants A Freer Hand For Ad Men

(*Continued from page* 1)

eral sales manager; Russell V. Downing, president and managing director, Radio City Music Hall; Max E. Youngstein, vice-president of United Artists; Herman Robbins, chairman of the board of National Screen Service; Ned E. Depinet, industry counselor and former president of RKO, and Mitchell Wolfson, head of Wometco Circuit, Miami.

Seadler told the audience of approximately 85 advertising-publicity executives that the first responsibility of attempting to solve the problem of advertising billings belongs to the studios. Names of stars in the same size type as the picture's title, and pictures of several stars equal in size to those of other stars in a single film are among the demands being made—and met—in Hollywood, Seadler said. These are impinging upon selling copy and the space available for it to a costly and burdensome degree, he said.

Sees Better Advertising Job

If relieved of such restrictions on their work, Seadler continued, industry advertising men could do a much better job.

"Hollywood billings must give way to boxoffice billings," he said.

On the subject of sex emphasis in film advertising, Seadler said, "I don't necessarily say that we should stop it but I do think we should re-evaluate the practice. Some ads scare people away from theatres."

He added that Hollywood, too, should join in such a re-evalution of policy for its application to production. "After all," he said, "we advertise what Hollywood gives us."

He called, too, for a re-examination of the policy that seems to be "publicity at any price."

"It isn't necessary to tell everything about the stars and the pictures. Let's bring glamour back to both. These are times for research, for trial and experiment with new patterns," Seadler concluded. "They are times for reappraisal of practices that may have outlived their usefulness."

Schwartz prefaced his remarks with the assertion that the industry has the best manpower available, the proof of that being that virtually all other industries copy the promotional procedures of this industry.

'What Have We Done in 10 Years?'

"But," he asked, "what have we done in the last 10 years to change our style of selling to match the changes that have taken place in life and thought in this country? It is time for us to come up with more intelligent appeals and approaches. And for Hollywood to come up with more adult pictures."

Referring to the shortage of product, Schwartz said RKO theatres are hard-pressed to find pictures to play in May and June and from Dec. 1 to Dec. 24. "I don't know what other theatres do," he said, "but ours are forced to play reissues at those times. Yet when a distributor does go counter to the rule and releases a good picture at those times the theatres always come up with good returns."

Praise for Skouras

Schwartz complimented Spyros Skouras, 20th Century-Fox president, enthusiastically on the production of the company's "The Big Show," depicting its forthcoming product and promising new personalities in a 110-minute color film being shown to exhibitors and opinion makers around the country.

"Skouras deserves the thanks of everyone in the industry for his courage in making this investment in talent and product," Schwartz said.

Schwartz conceded that exhibitors are not blameless when industry problems are considered. There are some exhibitors, he said, "who place the concession cart ahead of the entertainment horse, and there are drive-in operators who play five features a night—probably on the theory that if you keep a man away from home long enough he'll be forced to patronize your concession stand."

"But," Schwartz concluded, "our problems are not individual ones, they are industry problems, and the sooner we find the means of joining forces

Skouras Hailed By Schwartz For 'Big Show'

for their solution, the sooner you will see improvement."

In opening the luncheon meeting Quigley observed that the large attendance of industry advertising-publicity executives was "evidence that the Awards are fulfilling a good and useful purpose in the industry." He introduced former grand awards winners Harry Goldberg of Stanley Warner; Raymond Bell of Columbia, and Lige Brien of United Artists, who were in the audience.

Out-of-town guests introduced included Mr. and Mrs. Albert Sidi of London. He was the winner of an Associated British Cinemas showmanship contest for managers.

Tabulation of the judges' voting on entries in this year's Quigley Showmanship Awards, sponsored annually by the Managers Round Table section of Motion Picture Herald, of which Walter Brooks is director, is in progress. Winners will be announced in both Motion Picture Herald and Motion Picture Daily on Friday.

Film Studios Can Put An End to Abuses In Advertising Billings, Quigley Reminds

The way to solve the problem of advertising billings is to refuse to accede to the demands made upon producers by stars and their agents, Martin Quigley told industry advertising-publicity executives at the Quigley Showmanship Awards luncheon.

Commenting on remarks on the subject by Si Seadler, M-G-M advertising manager, Quigley reminded that "Contracts don't happen by accident. They're negotiated. The people making contracts should wake up. That's where the abuses must be stopped."

Of Seadler's remarks on sex emphasis in film advertising, reported in adjoining columns, Quigley told a smiling audience: "My position on that subject has been so obscure for so many years, I shall refrain from further reference to it."

Concluding his unscheduled remarks which he said were occasioned by his strong feeling on the subjects Seadler had touched upon, Quigley reminded the advertising-publicity heads that if present day publicity has deprived stars and pictures of glamour, "the publicity is sent out by people in your departments. Certainly harm is done in making every fan an expert in process photography."

Schwartz Asks Industry Sponsor 'Oscar' Program

Sol A. Schwartz, president of RKO Theatres, added his voice yesterday to the many that have called for industry sponsorship of the annual Academy Awards telecast from Hollywood.

"There are 60,000,000 Americans in our audience that night," Schwartz said addressing the 23d annual Quigley Showmanship Awards luncheon at Toots Shor's. "It is our opportunity to say to them: 'This is what we did last year. And here is what we will give you this year and next . . .' Is there any reason why Oldsmobile should represent our pictures on the Awards program?"

THE BIG ONES...

are advertised in LIFE

MGM

"THE LITTLE HUT"

. . . in LIFE's May 27th issue.

ADVERTISED IN LIFE

THE BIG ONE
IN MOVIE SELLING

UA Continues Talks on Financing by Circuits

United Artists' conferences with theatre circuits concerning the procurement of money for production financing "are moving forward smoothly," president Arthur B. Krim, stated yesterday. He said that the company hopes to raise at least $6,000,000 from these talks.

Technicolor

(Continued from page 1)

ther "for business reasons." He also discussed many other subjects at the meeting, including the business possibilities for the coming year, the British company's financial status, the consumer products division, the graphic arts division and the electronics diversification program.

Reports on Five-Month Earnings

He reported that Technicolor Ltd. for the five months from December 1, 1956, to April 30, 1957, had a profit of £192,000 before taxes as compared to £209,000 for the corresponding period the previous year. He also said that operations in France were not good during 1956 but added that the plants there and in Rome are expected to do better this year.

He said that business in the motion picture division continues at a low volume with low profits but that the new process of Technirama looks extremely promising and that increased business and profits should be forthcoming by the end of this year. He cited several films which have been or are being made in the process. A demonstration of Technirama will be given in London June 1 at the Odeon Theatre for members of the industry.

Calls Technirama 'All-Purpose'

Dr. Kalmus said that Technirama is the "best all-purpose film" as it is capable of being converted into CinemaScope, VistaVision, 35mm or 16mm projection. Another hopeful factor, he said, is the current swing back to more use of the color film from black-and-white.

Discussing the company's recently-announced diversification into the consumer field, he said 1957 is a transitional year but that sales should reach between $25,000,000-30,000,000 by 1961, with $5,000,000 indicated for this year.

Research Activity Heavy

Research on the company's electronics diversification program is progressing very well, Dr. Kalmus said, and he is optimistic about the results. He also commented on the graphic arts division which he said has an excellent product but the company is still trying to ascertain the best way to market it.

Four directors were reelected unanimously for three-year terms at the meeting. They include James Bruce, Hugh Fulton, David S. Shattuck and Murray D. Welch.

AT UA PRESS CONFERENCE YESTERDAY: William J. Heineman, Robert S. Benjamin, Arthur Krim, and Max E. Youngstein.

UA's 19-Week Gross Rises

(Continued from page 1)

Krim, along with Robert S. Benjamin, board chairman, William J. Heineman, vice-president in charge of distribution, and Max E. Youngstein, vice-president in charge of advertising, publicity and exploitation, reported that:

$2,000,000 from Television

The UA revenue from television sales last year amounted to $2,000,000 and that during 1957, the revenue will be $5,000,000;

The company in the four month period starting in June will have eight "blockbusters" in production, for a production investment between $18 and $19 million;

The company in the ensuing four to six months, starting next September, will have at least 12 more top "A" films in production around the globe;

UA management is "anxiously awaiting" the company's first stockholders meeting on June 4 and UA expects to apply for a listing on the New York Stock Exchange within the next 90 days.

Sees '57 Beating '56

Krim, in discussing the financial affairs of the company, said that while the world-wide gross has increased 16 per cent during the first 19 weeks of this year, the profits have also increased and "profits for 1957 will be more than last year."

He emphasized that UA will distribute the "strongest program of motion pictures in the history of the company" in the coming months, citing a number of films which will be put into domestic and foreign distribution. Krim said that the rate of release will be on the regular UA basis of not fewer than four films a month.

'Roadshow' Only for '80 Days'

Heineman said that the company has no "general release" plans for "Around the World in 80 Days." He said there will be "roadshow" engagements only, even for the two 35mm prints of the picture, which was filmed in the Todd-AO process. He said that the 35mm prints are currently being used in Paris.

Commenting on production, Krim said that UA's plans for producing eight films within the four-month period starting in June are of "greater potential" than the product released during the last 18 months. He underscored the fact that UA will release during the final six months of 1957 as many "blockbusters" and top "A" pictures as were released throughout the entire past several years.

"We are making big pictures as exhibitors need big pictures," Krim said, adding that the company is cutting down on its small picture production as it is felt that "the saturation point has been reached" in this area with other companies turning out such product.

Still Talking with MPAA

Commenting on his recent discussions about a reaffiliation with the Motion Picture Association of America, Krim said that the "talks are proceeding and that the area of discussion is on the Production Code." In reply to other questions, the UA president stated that the board of directors is currently discussing a stock option plan for executives; the company is going along with the Bartlesville, Okla., "cable theatre" experiment on a "test basis"; UA has no desire to acquire a studio for its production.

Benjamin, when asked about the company's plan to acquire a listing on the New York Stock Exchange, said the underwriters around the country are presently sending out the stock and debentures to purchasers. Once the complete stockholder list is compiled, UA will proceed with its plan to secure a listing, he said. Benjamin estimated that there are between 2,500 and 3,000 stockholders.

Attended Cannes Festival

The UA board chairman, who returned to New York over the week-end from a European and Middle East tour, said that he was "impressed with what I saw in Israel." He said that he and his wife attended the Cannes Film Festival.

UA's TV Revenue

(Continued from page 1)

$2,000,000 from the leasing and sale of 39 films in 1956, and estimating that the 1957 revenue would be about $5,000,000 from the syndicating of a package of 50 films, added that the company's management team is considering an entry into television film programming distribution along the lines of its theatrical distribution organization.

Asked about the syndication of the UA package of 52 films, many of which were produced after 1954, Krim stated that they haven't any more theatrical potential. "We will release films to television when their theatrical potential is over," he stated.

Fiscal Advantages to US Films at Cannes

Under provisions governing fil exhibited at the Cannes Film Festiv Allied Artists' "Friendly Persuasio the grand award winner of this yea festival, and the three other Americ pictures shown there can be exhibi in France without using import p mits set aside for American films.

Another advantage accruing to festival films is that earnings up $50,000 can be remitted with monetary restrictions being applical Above that, the usual restrictions ply. The other American films sho at Cannes were Paramount's "Fun Face," and "Around the World in Days" and "The Bachelor Party," b distributed by United Artists. M-G distributes "Persuasion" overseas AA.

RKO Circuit

(Continued from page 1)

Benjamin N. Berger, have reporte pursued a policy of settling first-r from several of the major compani including M-G-M, Paramount, a United Artists, on a negotiation ba with the RKO Orpheum Theatre a RKO Pan Theatre taking Colum and RKO product on an exclusive sis and dividing the product from other majors.

The RKO demand was contain in a letter from the circuit's home fice to the home offices of all com nies not currently servicing the c cuit. Branch managers of the fi companies in Minneapolis have be notified of the demand but have ceived no instructions as to how t new method will operate.

Blame Drop in Minn.

(Continued from page 1)

Sunday nights or on week-days. A fe rainy or cold week-ends this summ will be disastrous for us."

Starting time at most of the Tw Cities drive-ins is 8:45 at the prese time but as the sun moves northwa dusk becomes later each evening a few of the operators believe they c start much before 10 P.M. by mi June.

Some of the 11 theatres are stic ing to a two-show policy for t week-ends, but modify it to a sing show or a show-and-a-half during t week. MEE, operator of five driv ins, is sticking with a two-show polic but that may have to be abandon later as the season advances.

Concession sales, along with b office receipts, have slumped badl principally because the first sho break comes too late in the evenin

One of the most noticeable resu of daylight saving time was the a sence of children on drive-in pla grounds during the week.

"Our playground used to be full youngsters on week-day nights. The aren't any now. Their parents wor keep them up that late and what worse, the parents don't come either one exhibitor said.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 81, NO. 99 NEW YORK, U.S.A., WEDNESDAY, MAY 22, 1957 TEN CENTS

Outlook 'Good'

Industry in Balance Soon, AB-PT Told

Goldenson Sees Fewer But Better Theatres

By LESTER DINOFF

The outlook for American Broadcasting - Paramount Theatres, which is continuing its stated policy of re-evaluating its theatre portfolio with an eye towards disposing of unprofitable properties, broadening and strengthening its radio and television structures, and diversifying its interests and investments in other fields, "is good," according to president Leonard H. Goldenson.

L. H. Goldenson

Presiding over the company's an-

(*Continued on page* 5)

Confirm AB-PT Deal For Republic Release

AB - PT Pictures, a subsidiary of American Broadcasting - Paramount Theatres, has agreed upon a six-picture distribution deal with Republic Pictures, "but thus far has not signed any agreement," according to president Leonard H. Goldenson and vice-president Sidney M. Markley.

Goldenson, presiding over yesterday's annual stockholders' meeting here, said that AB-PT is producing these six "exploitable" films "with an

(*Continued on page* 5)

Television Today Page 5

Could Become 'Radio City of California'

20th-Fox Studio May Become A Vast Business, Residential Development

A still incomplete study of land use of the 20th Century-Fox 280-acre studio property may "very likely" result in a plan for the development of the more valuable acreage for office buildings, stores, apartments and the like, Spyros P. Skouras, president, told the company's annual meeting of stockholders here yesterday.

The study, which has been under way for some months, is being made by Welton, Becket & Associates, architects and engineers, assisted by

(*Continued on page* 8)

Ford Vice-President in Whitney Reorganization

From THE DAILY Bureau

HOLLYWOOD, May 21—President C. V. Whitney today announced the reorganization of C. V. Whitney Pictures, Inc., with Patrick Ford as vice-president in charge of production, Merian C. Cooper as vice-president

(*Continued on page* 2)

Lynn Farnol to Handle Promotion on 'Porgy'

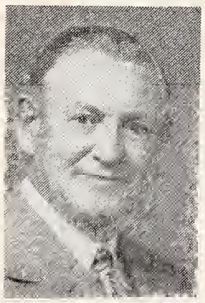
Lynn Farnol has been appointed special public relations representative to handle preliminary promotional plans for the filming of "Porgy and

(*Continued on page* 2)

A. H. Blank Retires As Head of Tri-States

Special to THE DAILY

DES MOINES, May 21 – A. H. Blank, founder and president of Tri-States Theatre Corp., has retired from active, personal management of the circuit, it was announced by Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, Inc., parent company of Tri - States. Blank has been persuaded by Leonard Goldenson, president of AB-PT, to remain in an advisory capacity as chairman of the board of Tri-States, and to retain his position on the board of AB-PT, Hyman said. Blank's announcement that after 60 years in



A. H. Blank

(*Continued on page* 5)

Pay-As-You-See Television Won't Benefit TV Industry or Its Public: Goldenson

Concern over the issue of subscription television, which is currently awaiting Federal Communications Commission approval or disapproval, was voiced here yesterday by Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, who told company stockholders that pay-as-you-see TV will not benefit television or its audiences.

"The public receives today on free television everything from the sports field but an occasional heavyweight championship fight and some of these have been carried on free television, the legitimate play from the Broadway stage and latest feature motion picture releases," he said.

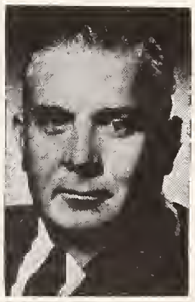
"So today there is not much that a home viewer cannot see free on television. It is plain that the home viewer will continue to pay the purchase price and the cost of maintenance of his television set. He may have to pay certain additional and quite substantial charges for conversion of his set to reception of subscription television. The upshot will be that the home viewer will pay a substantial amount each month for home entertainment which would then consist of a minute percentage that he did not receive before and a preponderant percentage of that which he now receives free," Goldenson asserted.

Show Increase

Fox Quarter Earnings Hit $2,171,680

Stock Option Plan Is Approved at Annual Meet

Earnings of 20th Century-Fox for the first quarter of the year jumped to $2,171,680, equivalent to 82 cents per share, compared with earnings of $460,739, or 17 cents per share, for the corresponding period last year, Spyros P. Skouras, president, told an overflow annual meeting of stockholders at the home office yesterday.



Spyros Skouras

The meeting approved the stock option plan for company executives

(*Continued on page* 8)

Weaver-Caesar Films To Star the Comedian

From THE DAILY Bureau

HOLLYWOOD, May 21 — Feature-length theatrical pictures starring Sid Caesar and "designed for regularly recurring release," production of which is described as the first project to be undertaken by Caesar and Sylvester L. Weaver in their partnership announced today, will run 75 to 90 minutes each, according to Frederic W. Wile, Jr., who is associated with

(*Continued on page* 2)

Cable TV Prime Topic At Kansas-Mo. Meet

Special to THE DAILY

KANSAS CITY, May 21—A wedding of the film industry and the community antenna system was proposed in an address by Bill Daniels, president of the National Community Television Association, at a luncheon-

(*Continued on page* 2)

PERSONAL MENTION

HARRY COHN, president of Columbia Pictures, and **Paul Lazarus**, Jr., and **Leo Jaffe**, vice-presidents, left here for the Coast yesterday.

•

Nathaniel Lapkin, vice-president of Stanley Warner Corp., left New York yesterday for Hollywood. He will return here at the weekend.

•

John P. Byrne, M-G-M assistant sales manager, is in Boston from New York.

•

Willy Kuschel, West Germany exhibitor, and **Mrs. Kuschel** have arrived in New York from Hanover.

•

Don Klauber, director of national sales for Associated Artists Productions, left here yesterday for Dallas.

•

R. D. Purie, producers representative in England, has arrived in New York from London and is making his headquarters with **Jack Hoffberg**.

•

G. C. Beadle, director of television for British Broadcasting Corp., will return to England today aboard the "Queen Mary."

•

Mrs. Benjamin Thau, wife of the vice-president of M-G-M, gave birth to a son yesterday at St. John's Hospital, Los Angeles.

Webster Rosewood Suit Against Schines Opens

Special to THE DAILY

ALBANY, N. Y., May 21 — Federal Judge James T. Foley heard opening arguments' today in the $660,000 anti-trust action brought by Webster Rosewood Corp. and Hazelrose Corp. and their principal stockholders and officers, Max and Belle Fogel, against Schine Chain Theatres, Inc., three other Schine corporations, J. Myer Schine, Louis W. Schine (deceased) and John A. May.

The complaint charges a "continuous combination and conspiracy in restraint of interstate trade" in the licensing of pictures for exhibition in Rochester between 1942 and 1950. Named as co-conspirators are eight major distributors.

Webster Rosewood Corp. operates Webster Theatre. Hazelrose Corp. owns the title to the building and the land.

Silverbach Promoted to Fox Foreign Sales Post

Alan Silverbach

Alan M. Silverbach has been promoted to the post of foreign sales supervisor of Twentieth Century-Fox International and Inter-America Corporations, it was announced yesterday by Emanuel D. Silverstone, vice-president and general sales manager of the two companies.

Silverbach joined Twentieth International in 1946 following service in the Air Force and was assigned to the home office as an assistant in the sales department. His activities have covered the administration of Fox's foreign 16mm business, New York buyers accounts, and executive assignments as assistant to the vice-president and general sales manager.

As foreign sales supervisor, Silverbach will aim at streamlining foreign sales operations, and creating a close liaison between the home office and Fox's foreign branches.

MMPTA Studies Tax, Arbitration at Meeting

The New York City five per cent admissions tax and a report on arbitration were highlights of the board of directors meeting of Metropolitan Motion Picture Theatres Association at the St. Moritz Hotel here yesterday, according to president Solomon Strausberg.

The current status of the New York impost on theatre admissions and the survey being conducted by a three-man citizen's committee were taken up by the MMPTA. The survey report on the effect of the five per cent tax on admissions will be presented to Mayor Robert F. Wagner shortly, Strausberg said.

The MMPTA also discussed the recent industry talks on formulating an industry arbitration and conciliation plan. The MMPTA did not participate in the talks, as the regional exhibitor group has decided to sit in on an "observer" status only.

Marcus Schlitt, 58

Funeral services will be held today for Marcus Schlitt, 58, co-owner of the Deluxe Theatre Premium Co. here, who died while on a business trip this week to Ohio with his partner, Samuel D. Goldstein. Services will be held at Gutterman's Funeral Parlor in Brooklyn.

Producers Can't Loaf Today, Says Cohen

By FLOYD STONE

There's no middle-of-the-road picture these days, and there's no loafing for producers, Albert J. Cohen said yesterday at the Gotham, where he's staying for ten days.

Cohen wrote to 42 publishers for story material and is here to examine it, and also to interview actors. Jaguar Productions, which he owns along with Alan Ladd, and of which he's executive producer, can't afford elaborate story departments, and he's beating the majors by doing his own scouting.

The story's the thing, and so is the budget, and star names merely are insurance, he opines. When he says no middle-of-the-road, he means a picture either has to cost more than a million and have names, or cost perhaps two hundred thousand and be what is known as an exploitation picture: either science fiction, or, as lately, rock-and-roll.

He's here interviewing actors for television half hour shows which he hopes to produce, four per year. He'll make a pilot of "Box 13" Ladd's radio show, feels with reason it will sell, says MCA will handle it, and desires a Rock Hudson type as its star. Ladd will not be in the television shows. Cohen also has a juvenile series in negotiation, but for the two others proposed he'll welcome ideas from any source.

'Pride and Passion' TV Feature on 115 Stations

United Artists' "The Making of a Great Movie," 30 minute special feature on "The Pride and the Passion," will be shown June 6 on 115 television stations blanketing the 33 exchange areas in the U.S.

Roger H. Lewis, UA national director of advertising, publicity and exploition, announced the deal yesterday under which the film will be shown on 58 NBC network stations which carry the network program "The Home Show" and on 57 additional stations. The film was made during the shooting of the Stanley Kramer production in Spain.

Farnol Will Handle

(*Continued from page* 1)

Bess," it has been announced by Samuel Goldwyn.

He was publicity director for Samuel Goldwyn Productions from 1946-49 and prior to that was director of press relations for the company. Farnol became an independent publicist in 1950.

Kansas Meet

(*Continued from page* 1)

meeting which opened a two-day convention of the Allied Theatre Owners of Missouri and Kansas at the Hotel Phillips here today.

The proposed partnership would be both lucrative and pleasant, Daniels said, and would help the film business to face the great challenge that now confronts the trade.

In another talk on the program, Jay Wooten, Hutchinson, Kan., former president of the Missouri-Kansas organization, told of the wide and still growing interest in the telemovie project scheduled to get underway later this year in Bartlesville, Okla.

Still incomplete, the registration for the meeting, officials said, is expected to be one of the best in years.

Weaver-Caesar

(*Continued from page* 1)

them in the new organization and has charge of West Coast activities.

The announcement said production on the first feature will be started in July, for release to theatres in January, through a distribution company not yet chosen.

Wile told MOTION PICTURE DAILY, when asked to explain the meaning of "regularly recurring release," that it is the intention to release theatrical productions "maybe every six weeks, maybe monthly, depending on how the plan works out."

Wile said each picture will be complete in itself, without a running story, somewhat in the way each Hardy Family picture was independent of all others in the series. Each will be, he said, characteristic of the Sid Caesar show.

Whitney Reorganized

(*Continued from page* 1)

in charge of scientific research and development, and Edward H. Boerger comptroller and assistant treasurer.

Ford is currently producing "Missouri Traveler," now in active photography.

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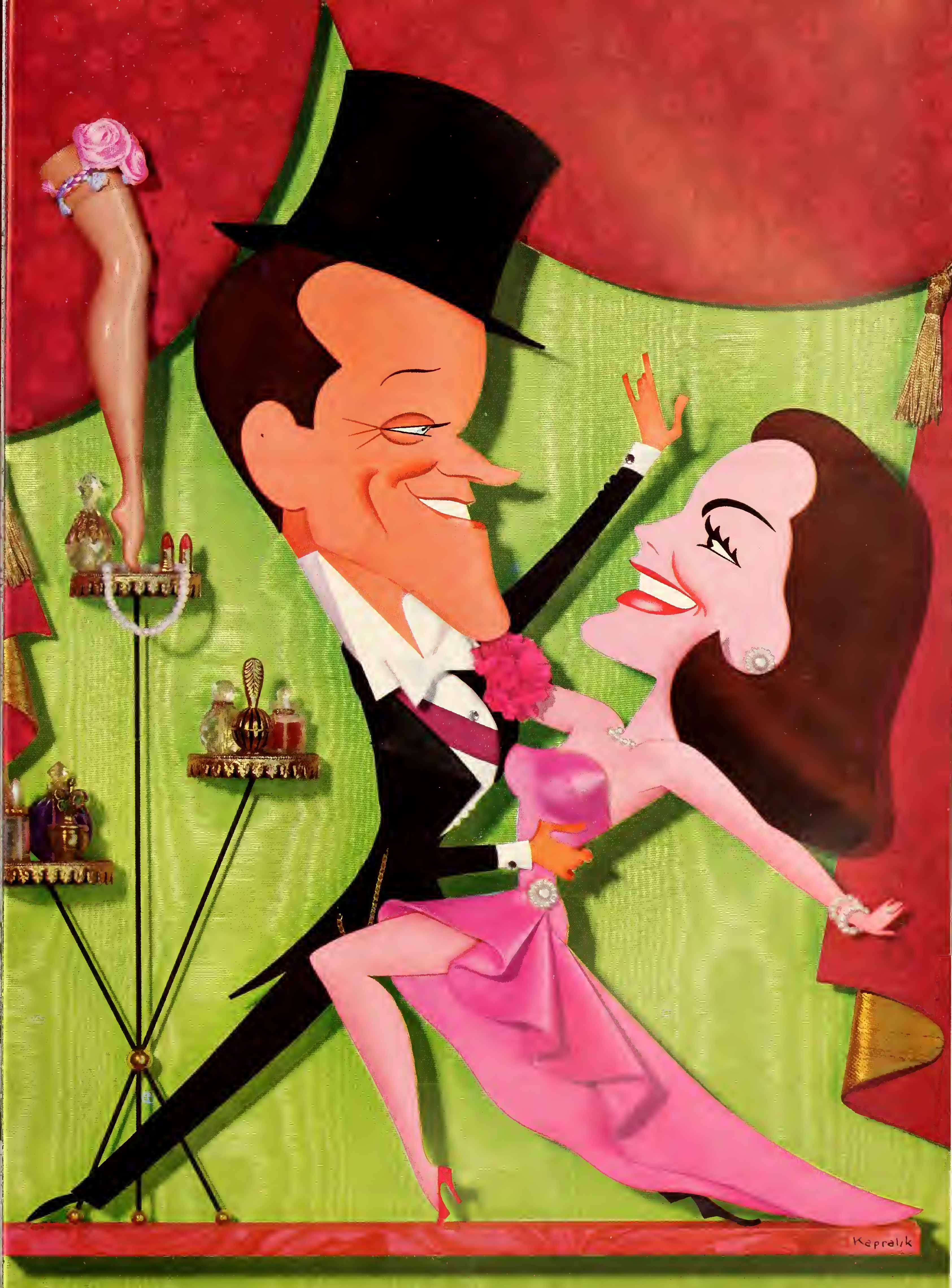
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Suggested by "NINOTCHKA" by MELCHIOR LENGYEL · Music and Lyrics by COLE PORTER · Book of Original Musical Play by GEORGE S. KAUFMAN, LEUEEN McGRATH and ABE BURROWS · Produced on the Stage by CY FEUER and ERNEST H. MARTIN · in CINEMASCOPE and METROCOLOR · Directed by ROUBEN MAMOULIAN

Litho

Goldenson

(*Continued from page* 1)

nual meeting at the Sheraton-Astor Hotel here yesterday, during which a number of stockholders expressed concern over executive salaries and other monetary expenditures, Goldenson said that the "motion picture theatre still represents a most desirable and inexpensive form of entertainment outside the home.

Expect Adequate Product

"The key to the problem is to create conditions in which highly appealing pictures will be shown in fewer but better theatres, having all the facilities necessary to attract the patronage of today. The industry is steadily moving toward the fulfillment of these conditions. As progress is made in this direction the supply of quality pictures in relation to the number of theatres will come into balance and an economically harmonious relationship will be established," Goldenson said.

The AB-PT executive stated that, in line with company policy, the circuit is continuing "to re-evalute our theatre portfolio, and to dispose of those properties which we feel do not have a suitable potential as theatres; and on occasion to acquire theatres which do have such potential." Goldenson told stockholders that AB-PT currently operates 545 theatres and he hopes to reduce that number to about 450 houses. He also said that $58,000,000 of the company's assets belongs to the theatres.

Discusses Broadcasting

In discussing the radio and television subsidiaries, Goldenson said that the volume of ABC-TV network sales for the 1957-58 season, starting this fall, already exceeds that at the start of last year's programming season. He reported on the increase in affiliates across the nation for the TV network and added that there have been encouraging indications lately "of a greater awareness of radio's intrinsic value as an advertising medium by sponsors."

On subsidiaries and investments in other fields, Goldenson said that "they are progressing very well." He discussed a substantial business increase in Am-Par Records; the investment and profits from Disneyland, in which AB-PT has a 35 per cent interest; and the electronic companies "on which we expect to build a solid electronic division." The companies are Technical Operations, Inc., Microwave Associates, and Wind Tunnel Instrument Co.

By-Laws to Be Amended

Stockholders, over 82 per cent being present at the meeting in person or by proxy, approved resolutions to amend the by-laws of the corporation, amend the certificate of incorporation, and elected a board of directors of 15 men.

The AB-PT board of directors, which includes Earl E. Anderson, A. H. Blank, John A. Coleman, Charles T. Fisher, Jr., E. Chester Gersten, Goldenson, Robert H. Hinckley, Robert L. Huffines, Jr., William T. Kilborn, Sidney M. Markley, Walter P. Marshall, H. High McConnell, Edward J. Noble, Robert H. O'Brien, and Robert B. Wilby, elected a seven-man executive committee for the company with Coleman as its chairman. Other executive committee members include Gersten, Goldenson, Marshall, McConnell, Noble and O'Brien.

The board re-elected all officers also at the meeting yesterday afternoon.

One Man's TViews

By Pinky Herman

VAUDEVILLIANS garnered many a laugh from the cliche, "marriage is an institution—but who wants to live in an institution?" The answer, of course, is that despite the query and variations thereto such as, "and do you call this living?" and/or "it's such a wonderful blessing—for the other fellow," marriage is here to stay. Thus it was merely a matter of time before "Bride & Groom" which in a decade on radio and TV (1944-1954) had launched the marriages of more than 2500 couples, returned to the air. Produced by Roger Gimbel, the new series will be seen every afternoon (2:30-3:00) NBCommencing Mon., July 1 . . . Don Garrett, formerly with the Screen Gems flackery has been named to take charge of Pat McDermott's newly-opened New York branch. . . . National Advertising NBChief John Porter will preside at that net's presentation of its mass communications set-up this afternoon at the Johnny Victor Theatre. . . . CBSummer replacement for "The Jackie Gleason Show" will be a build-up for the young comic Dick Van Dyke who'll be seen live in the 8:30-9:00 P.M. seg and Jimmy Durante (film) in the 8:00-8:30 P.M. portion starting Sat., June 29. . . . Allen Swift's "Official Popeye Record Album" released by AAP has shown a remarkable sales potential in a short time over WPIX and can become a standard for the moppet trade.

☆ ☆ ☆

Frances Horwich

"And a little child (program) shall lead them." That's exactly what Dr. Frances Horwich's great TV series "Ding Dong School" has been selected to do. This fine program which, in four years on the NBChannels, had been awarded about 30 national citations, will launch Pat Weaver's New Program Service firm and will be seen over 8 stations every morning at 10:00 starting Monday, July 1. Programs will be increased to a net of 15 in October with Taylor & Reid Foods sponsoring. . . . Looks like Bob Crosby will bow out of the daytime TV CBSked with Jim McKay and "You Are The Jury," succeeding. . . . At the signing stage is a new deejay program, "Penthouse Serenade," starring Paul Taubman from the Penthouse Club on Central Park South. . . . Dick Jackson, Operations Mgr. for "Today," "Home" "Tonight," NBC-TV'ers, has just returned from Oklahoma City where he set up plans for Dave Garroway and "Today" to originate from that city June 17 thru 21 during the semi-centennial celebration. . . . WABD has named a rotating panel of six including Emile Zola Berman, Mary Margaret McBride, Jimmy Cannon, Al Morgan, Art Ford and John Wingate, to succeed Mike Wallace on "Night Beat" starting June 4. Leonard Zweig and H. Wesley Kenney are producer and director, respectively for this triple-Emmy Award winner.

Mrs. Raibourn, 85

EL DORADO, Ill., May 21.—Funeral services will be held here Friday morning at the First Methodist Church for Mrs. Ida Caswell Raibourn, 85, mother of Paul Raibourn, vice-president of Paramount Pictures, who died today. Burial will be in Lynville, Ind. Survivors include another son, Claude, of Sarasota, Fla.

Confirm Deal

(*Continued from page* 1)

eye towards making money on them. We have engaged young people to produce them. In the future, we will give consideration to producing bigger films with bigger budgets.

The first of the AB-PT product, "Beginning of the End," will be released domestically next month.

Commenting on the AB-PT production venture, Goldenson said that in 1949, AB-PT "refused to sign a consent decree in 1949 which had provisions in it forbidding our entry into production. We informed the Department of Justice that we did not want to be handicapped in the future if any of the producing companies cut down its production output." He said that the consent decree which AB-PT signed had no provision in it regarding their own production.

Blank Retires

(*Continued from page* 1)

show business he is going to retire is the culmination of a career that encompasses virtually the entire history of the motion picture theatre.

Also announcing his retirement from the executive management staff of Tri-States is L. M. McKechneay, treasurer. He will now devote his time exclusively to the real estate field and will continue to handle the widespread real estate investments of Tri-States.

During his stay in Des Moines this week, Hyman arranged for the installation of A. Don Allen and Woodrow R. Praught as co-general managers of the circuit, effective with the retirement of Blank July 1. Their promotion is in line with the company's policy of advancement from within the organization, Hyman said, both being veterans of many years service with the national organization.

Utah Anti-Trust Suit Postponed to October

Special to THE DAILY

SALT LAKE CITY, May 21.—The five-year-old anti-trust suit of Village Theatre, Inc., of Salt Lake City against Paramount Pictures, was postponed today until next October.

The action came in the Federal District Court of Judge A. Sherman Christensen after the Village Theatre filed a second suit against Paramount, American Broadcasting - Paramount Theatres, Inc., and Intermountain Theatres, Inc.

In its new suit, Village Theatre seeks $1,050,000 for alleged anti-trust violations between 1952 and 1955. Judge Christensen conferred with plaintiff and defendant and consolidated the old civil complaint, which has gone through one judicial decision, being reversed once and had two hung juries, with the new suit. He said that to hear them separately would be a waste of time.

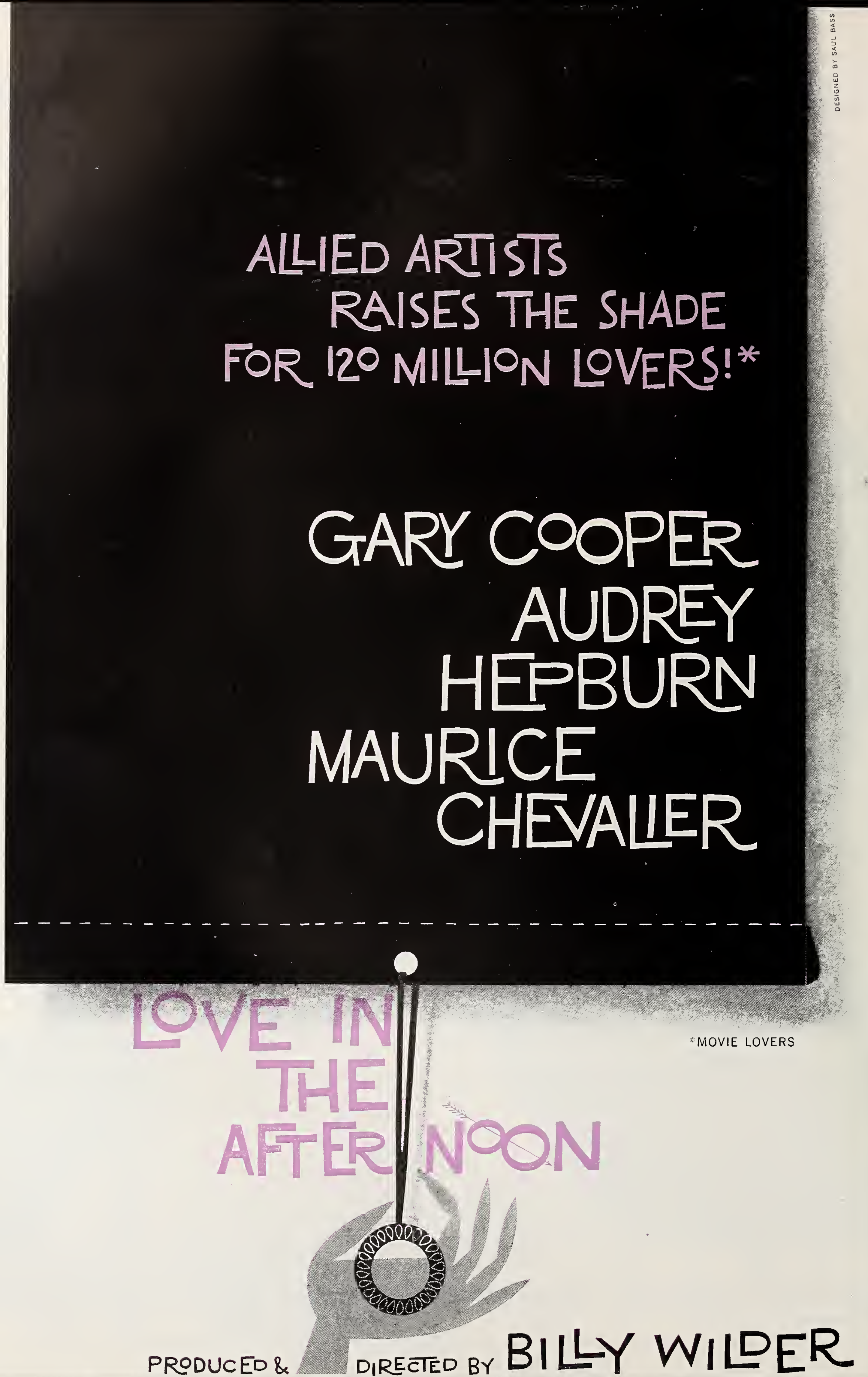
Village Theatre operated the Villa Theatre in a suburb of Salt Lake City until the Villa was sold in September, 1955, to Fox-Intermountain. The complaint alleges Villa was denied first run films.

'News Leaks' from FCC Eyed by Senate Unit

From THE DAILY Bureau

WASHINGTON, May 21.—A Senate Government Operations Subcommittee will study "news leaks" from the Federal Communications Commission and other Federal regulatory agencies.

The FCC inquiry may go into leaks earlier this year of the news that the commission was ready to authorize a large-scale test of subscription television. The subcommittee reportedly is interested in the effect these reports had on the increase in the value of stocks of companies with toll-TV systems.



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SCREEN STORIES
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MOVIE STAR PARADE
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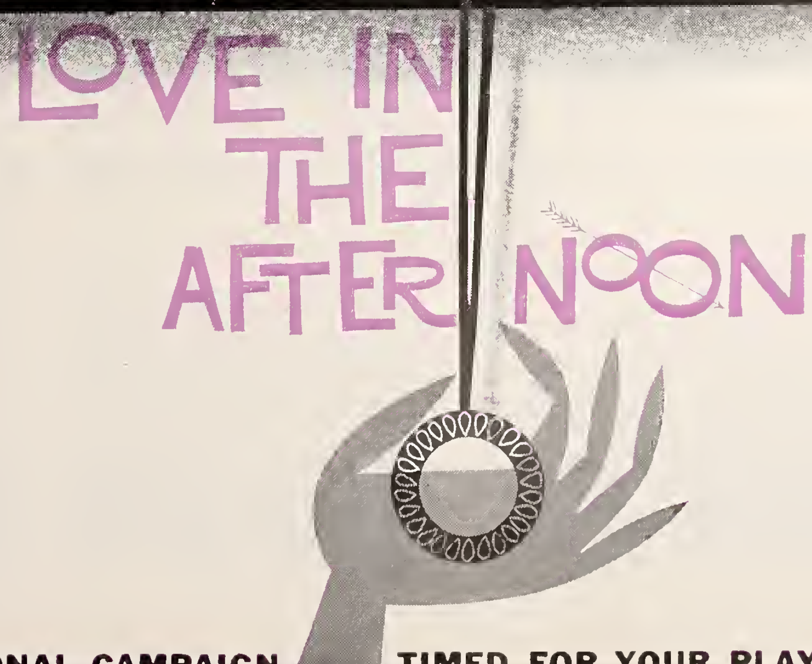

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CALYPSO HEAT WAVE
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Columbia

Fox Quarterly Earnings Up

(*Continued from page* 1)

and reelected the board of 10 directors. A meeting of the board following the stockholders meeting reelected all officers.

Skouras said the favorable earnings are continuing in the current quarter, with prospects of earnings for the first half of approximately $4,000,000, or about $1.50 per share, as compared with 82 cents per share for the same period in 1956.

TV Production 'In Black'

Stockholders were told that all of the compay's operations except production and distribution of film were in the black last year, which included television production, De Luxe Laboratory, sale of backlog films to TV, and other activities. Skouras said film operations improved in the last half of 1956 and that improvement has continued into 1957. He gave credit at the meeting to domestic sales manager Alex Harrison and foreign distribution head, Murray Silverstone for the results being achieved currently.

Film rentals, including television and other operating income, during the first 1957 quarter rose to $30,898,398, compared with $23,964,547 a year ago.

Promises More Top Films

Skouras told the stockholders of 20th-Fox's production plans for an increased number of pictures and a larger number of top quality films to help theatres meet the competition of television. He added that even television's success today depends upon good film entertainment. TV audiences having become accustomed to good film entertainment not only are seeking it out again in theatres, Skouras said, but demand it on TV.

Reporting on 20th's arrangements with N.T.A., Skouras told the meeting four deals in all are involved, covering 237 features evenly divided between "A" and "B" pictures, on a basis of $100,000 for each "A" picture and $50,000 for each "B." Each contract provides for minimum payments and additional film rental beyond a specified minimum. The company participates after N.T.A. recoups and makes a fair profit.

Guarantees Itemized

The minimum guarantees agreed upon under the rental deals run from five to seven years and aggregate $16,940,000. Received or to be received are: $5,850,000 in 1956; $5,450,000 this year, and $5,640,000 next year. Twentieth-Fox owns a 50 per cent interest in the N.T.A. network, in addition. Skouras said the present TV programs will be continued and new ones will be added, to a possible total of six or seven.

The company has received $444,000 in basic royalties from oil and gas sales from deposits at the studio lot, and when costs have been recouped it will be receiving in excess of $1,600,000 per year.

Skouras said 20th-Fox's South African investment, aggregating $30,000,000, is highly satisfactory and operation of the former Schlesinger theatrical interests showed a 10 per cent increase in the first 18 weeks of operation.

At the meeting, Ruth A. Fischel presented Skouras with the annual award of the United Shareholders of America for his contributions to improved relations between management and stockholders.

Says Hughes Is 'Friendly'

The meeting more than filled the home office Little Theatre with 73 per cent of the stock represented in person or by proxy. It was a quiet session with shareholders listening attentively to Skouras' report and with a minimum of questions being asked from the floor. One question concerned reports that Howard Hughes had become a large 20th-Fox stockholder. Skouras replied the company's records did not include Hughes' name and added that he knows "Hughes is friendly to management" in any event.

Directors reelected in addition to Skouras were: L. Sherman Adams, Colby M. Chester, Robert L. Clarkson, Daniel O. Hastings, Robert Lehman, Kevin C. McCann, B. Earl Puckett, W. C. Michel and James A. Van Fleet.

Officers reelected in addition to Skouras were: Michel, executive vice-president, Murray Silverstone, Joseph H. Moskowitz and Charles Einfeld, vice-presidents; Donald A. Henderson, treasurer and secretary.

Vote 20th-Fox Dividend

A quarterly dividend of 40 cents per share was declared by 20th Century-Fox directors yesterday, payable June 29 to holders of record on June 14.

Smith Mgt. Acquires 3 Florida Theatres

Special to THE DAILY

BOSTON, May 21. – Smith Management Co. has acquired three theatres in Florida and is negotiating for several more, it was announced today by Philip Smith, president. The properties under lease are the Surf Theatre and the Carefree Theatre, West Palm Beach, and the Colony Theatre, Palm Beach, all indoor theatres.

The properties under negotiation were not named.

The acquisition of these three theatres marks the first time that Smith has gone into the Florida area, although it operates both types of theatres in the midwest, New England, New Jersey and Pennsylvania.

Heading the Florida operations for the company is Sam Feinstein of Boston, who has been with American Theatres Corp. for 35 years. He resigned his position as booker for ATC to accept the new post.

Study C'Scope Process For Movietonews

Twentieth-Fox is surveying the possibilities of producing its Movietonews in CinemaScope, and has asked exhibitors for their reactions to the idea, Spyros Skouras told the company's annual meeting of stockholders yesterday.

He said it is hoped the idea may solve the problem of the newsreel, which has lost many accounts since the advent of television "and is the only department which still concerns us."

Fox's Studio

(*Continued from page* 1)

Homer Hoyt Associates, and the results will not be known for some months yet. Skouras said the property could be developed as the "Radio City of California." He said the property constitutes the company's "most valuable asset."

Skouras said the surveys and negotiations concerning the possibility of 20th-Fox consolidating its physical production activities at the MGM lot in Culver City are continuing, but should nothing come of them, 20th-Fox has been told the less valuable center locations of the studio property could be used for production, with the outlying portions reserved for development.

Permanent sets and other studio facilities using large areas could be transferred to the 2,300-acre ranch property in back of Malibu Beach, Skouras said. He said current oil drilling at the West Los Angeles lot would not be affected by the development plan.

Approve Bill Requiring Advance Merger Notice

From THE DAILY Bureau

WASHINGTON, May 21. – The House Judiciary Committee approved a bill to require large firms to give the government advance notice of their merger plans.

Under the bill, advance notice would be required where the assets or stock being acquired is worth more than $2,000,000 and where the combined assets of the acquiring and acquired firms exceed $10,000,000. The firms would be barred from going through with the merger for a 60-day period following the notice to the government, while the Justice Department and Federal Trade Commission decided whether to try and block the merger in court.

The committee did not include an amendment suggested by Allied States Association to make the bill apply to the acquisition of a "business" as well as to stock and asset acquisitions. Allied had argued such an amendment was needed to make the bill apply to situations like that under which Universal took over the distribution business of RKO Pictures.

All
the News
That
Is News

MOTION PICTURE DAILY

Concise
and
to the
Point

VOL. 81, NO. 100 NEW YORK, U.S.A., THURSDAY, MAY 23, 1957 TEN CENTS

$2,630,000

WB Six-Month Profit Shows Big Increase

See Third-Quarter Net Same as Last Year's

A net profit of $2,630,000 for the first six months of the current fiscal year for Warner Bros. Pictures, which is a substantial increase as compared with $1,863,000 for the corresponding period of the preceding year, was announced yesterday by Jack L. Warner, president, in a report to the stockholders.

Based upon operations for March and April, the company anticipates that the profit for the third quarter ending next June 1 will will be approximately the same as for the cor-

(*Continued on page* 6)

Arbitration Units Seek Meeting Dates

The two sub-committees appointed by the joint distribution-exhibition conference to prepare a conciliation draft and investigate arbitration machinery financing and administration by June 17 are attempting to set up meetings for late this week or by early next week, according to a state-

(*Continued on page* 4)

Todd-AO Equipment Into 40 Theatres

A total of 35 theatres now have Todd-AO equipment installed and five others have installations under way, L. D. Netter, Jr., of Todd-AO reported yesterday.

New installations set by Netter include Hamid's Virginia, Atlantic City,

(*Continued on page* 6)

TRADEWISE
on page 2

Television Today
on page 4

Johnston Pact as MPA Head Extended Three More Years

The board of directors of the Motion Picture Association of America yesterday voted to extend for three years Eric Johnston's contract as president of the Association.

Johnston's present contract still has four years to run. The new contract continues his services as head of the MPAA for seven years, until 1964. The terms of the pact were not revealed.

Reject Two Proposals For U.K. Tax Relief

By PETER BURNUP

LONDON, May 22 — In the course of a line by line examination by the House of Commons of the Finance Bill, members of both parties vigorously pleaded—primarily on behalf of the small theatre exhibitors—that the Chancellor of the Exchequer raise the tax exemption limit on seat prices from 11 pence to one shilling and

(*Continued on page* 4)

Sindlinger to ATOMK: 'Sell' Every Picture

Special to THE DAILY

KANSAS CITY, May 22. — Motion picture producers and exhibitors must stop contracting and start expanding, Al Sindlinger, president of Sindlinger and Co., research firm, asserted in a talk at the concluding session today of the two-day convention of Allied Theatre Owners of Kansas and Mis-

(*Continued on page* 6)

Set $375,000 for Initial Activities

MPA Approves Fund For Business Plan

To Provide $100,000 for Headquarters, Match Exhibitor Payments for Balance

By LESTER DINOFF

The "green light" was given to the business building program yesterday when the board of directors of the Motion Picture Association of America voted full support to the 11-point industry campaign to stimulate box office attendance by earmarking $375,000 for conducting the initial phases of the activities, it was announced here yesterday by MPAA president Eric Johnston.

Roger H. Lewis, chairman of the

(*Continued on page* 5)

Roger Lewis

Eric Johnston

Join Annual Drives For Rogers Hospital

In an effort to collect 90 per cent of its financing needs for the fiscal year 1958, the Will Rogers Memorial Hospital and Research Laboratories this year will combine its two annual drives, the Audience Collection and the Christmas Salute, it has been announced.

The Audience Collections will be made from August 7-14 while the Christmas Salute begins August 7. The objective in setting this early date for the Christmas Salute unit is to have the campaigns completed and the funds in hand well ahead of other holiday appeals.

An estimated $1,000,000 is needed for the new and intensified healing and research programs which will be announced at the A. Montague testimonial dinner at the Waldorf-Astoria

(*Continued on page* 5)

TOA Backs Bills Insuring Loans And Making SBA Permanent Agency

Theatre Owners of America "is in favor" of proposed legislative acts concerned with making credit more readily available for financing small business by insuring loans and with bills seeking to make permanent the Small Business Administration and also to change its policy board, it was announced here yesterday by Philip F. Harling, chairman of the TOA committee on Small Business Administration.

Harling, who is urging all TOA board members and executive committee members to get behind these measures, said the exhibitor organization will file a memorandum with the Senate Banking and Currency Committee which will hold open hearings in Washington on June 3 on these bills.

The TOA official said Bill S. 720 proposes to make credit more readily available for financing small business by insuring loans made to small enterprises. "We are in favor of this

(*Continued on page* 4)

Rule TV Producers Must Attend Hearing

From THE DAILY Bureau

WASHINGTON, May 22.—Federal Communications Commission chief examiner James D. Cunningham ruled that seven New York television film producers must obey subpoenas to appear at an FCC network study hearing in New York next Monday.

Cunningham overruled motions to

(*Continued on page* 4)

Philippine President Seeks Film Solution

The President of the Philippines has taken steps to seek a solution to the difficulties confronting the member companies of the Motion Picture Export Association on taxes and remittances by appointing special rep-

(*Continued on page* 6)

PERSONAL MENTION

GEORGE WELTNER, president of Paramount Film Distributing Corp., will return to New York by plane tomorrow from London.

•

Eric Johnston, president of Motion Picture Association of America, and Kenneth Clark, vice-president, returned to Washington yesterday from New York.

•

Sir Lancelot Joyn-Hicks, attorney in England for Cinerama and Robin International, Ltd., will arrive in New York tomorrow from London via B.O.A.C.

•

John G. Moore, Paramount Eastern division manager, was in New York yesterday from Boston.

•

Doris Kuchmeister, secretary to Roger Lewis, United Artists national advertising-publicity director, will leave here today for a vacation in Florida and Cuba.

•

Loren Solether and Mrs. Solether, owners and operators of the Falls Theatre, Chagrin Falls, O., will celebrate their 50th anniversary on July 4.

•

Ralph Pielow, Pittsburgh branch manager for M-G-M, became a grandfather for the second time when his daughter-in-law, Mrs. Ralph Pielow Jr., gave birth to a daughter in Minneapolis.

•

George Maynard, managing director of George Maynard Prods., has arrived in New York from London via B.O.A.C.

Golf Co-chairmen Set

Abe Dickstein of 20th Century-Fox, Marvin Kirsch of "Radio and Television Daily," Harold Rinzler of Randforce Theatres, and Joseph B. Rosen of Universal Pictures have been named co-chairmen of the sixth annual film industry golf tournament being sponsored by New York's Cinema Lodge of B'nai B'rith at the Vernon Hills Country Club at Tuckahoe, N. Y., on June 13.

Win UA Contest

Three United Artists salesmen—Ed Stevens of St. Louis, Harry Meadows of Indianapolis, and Morris Hamat of Montreal — have won the top cash awards in the first lap of UA's "Prize Twelve" Playdate Contest.

TRADEWISE

By ONLOOKER

THIS season of annual stockholders meetings brings some unusual characters up for air. Some of them are amusing, as the loyal lady who appeared at the Technicolor annual meeting this week with a roll of color film she wanted to leave to be developed (now that Technicolor has diversified by entering the amateur printing field), thereby favoring "her" company with her trade. Others are a strain on credulity, like the orange-haired doctor from Canada who discoursed at the 20th Century-Fox annual meeting on his house guests—the great grandchildren of the original Anna of "The King and I." . . . They present quite a problem to the company heads who preside at the meetings—whether to shut them off and risk offending, or permit them to waste the time of the other stockholders present on the chance that eventually there may emerge some point, or some amusement, to justify their distractions. . . . The patience of some stockholders in the meeting rooms does not always match that of the presiding executives, and protests occasionally become insistent. But let it be said to the credit of the company heads, their tact usually is found equal to the occasion. The vague ones somehow or other are diverted and back in their seats before open rebellion breaks out among serious-minded stockholders.

ROBERT BENJAMIN, United Artists board chairman, returned from a European sojourn this week to find his office brightly redecorated and attractively re-furnished. The office connects with that of Arthur Krim, U.A. president, in which no changes have been made and which, by contrast, is beginning to look a little shiny around the elbows. . . . Inquiry revealed that he's not being slighted, that, in fact, it is presidential authority that keeps the decorators out of the presidential office. Krim is superstitious. Things have been going exceedingly well at U. A. since his administration took over six years ago, so he wants nothing changed lest it break the spell. Accordingly, everything's the same, except for the tatters in one of the window drapes, as it was when Krim took over the office in 1951.

IS THE CANNES Film Festival worthwhile for anyone? Motion Picture Daily's correspondent, Henri Kahn, answers no to that one. He quotes Jacques Flaud, general delegate of France's National Film Centre, as remarking "We have to do some serious thinking about Cannes," and E. Lapiniere, MGM's French publicity representative, as terming it "disastrous." . . . Kahn contends that even the business done at the festival is insignificant because producers put festival prices on their films that exhibitors and potential distributors know will be revised downward in short order after the festival closes. Moreover, he reports, exhibitors find very little commercial product of interest. The general reaction to the entries, he says, is that most of them belong in the archives of the Film Society, and are as suited to a tired business couple as a five-mile walk at the end of their work day. . . . And Allied Artists had a tough time getting the picture that copped the top award entered. . . And the integrity of the local critics was pretty well exemplified in the way they reviewed "Around the World in 80 Days" after blaming Mike Todd for invitation mistakes for which he was not responsible when his picture was screened. . . . The derogatory Cannes reviews were in sharp contrast to those everywhere else the picture has opened, as well as to the tremendous public reception being given the picture in Paris. . . . Malco Circuit (Memphis) interest in UHF television stations, as exemplified by its recent applications for FCC licenses in five additional cities in the Midwest, seems to be a common sense diversification move. Malco had a number of years experience in UHF TV in Evansville, with good results.

'An Affair to Remember' To Bow on Luxury Liner

A gala world premiere preview showing of 20th Century-Fox's "An Affair to Remember" will be held on July 11 aboard the "Constitution," luxury ship of the American Export Lines, which will be anchored in New York Bay for the purpose.

The event will signal the start of an extensive national pre-selling campaign for the Jerry Wald production.

Fete Benjamin Today At UJA Lunch Here

More than 300 members of the motion picture and other amusement industries are expected to be on hand here today to honor Robert S. Benjamin, chairman of the board of United Artists, at the annual luncheon on behalf of United Jewish Appeal. Leon Goldberg, vice-president of UA and 1957 chairman of the trade drive for UJA, will preside at the affair, which takes place in the Crystal Ballroom of the Park Lane Hotel.

Barney Balaban, president of Paramount Pictures, will present Benjamin with a special gift from his friends and colleagues in appreciation of his contribution to the industry and the philanthropies it supports.

Among those expected to be seated on the dais are Rev. Bernard Birstein, William Brandt, Charles Einfeld, Simon H. Fabian, Leopold Friedman, William German, Irving Greenfield, Malcolm Kingsberg, Arthur Krim, Louis Nizer, Abe Montague, Louis Phillips, Herman Robbins, Adolph Schimel, Abe Schneider, Sol Schwartz and Spyros P. Skouras.

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ROM WARNERS

MAY 30!

HICAGO THEA., CHICAGO

ROM WARNERS

JUNE 5!

ARAMOUNT, NEW YORK

RADE SHOWS MAY 27th

LBANY
th Century-Fox Screening Room
52 Bway • 2:00 P.M

TLANTA
th Century-Fox Screening Room
7 Walton St. N.W. • 2:00 P.M.

OSTON
th Century-Fox Screening Room
5 Bway • 2:15 P.M.

UFFALO
tion Picture Operators Hall
8 Pearl St. • 8:00 P.M.

HARLOTTE
th Century-Fox Screening Room
8 S. Church St. • 2:00 P.M.

HICAGO
rner Screening Room
07 So. Wabash Ave. • 1:30 P.M.

NCINNATI
0 Palace Th. Screening Room
E. 6th St. • 8:00 P.M.

EVELAND
19 Payne Ave. • 2:00 P.M.
th Century-Fox Screening Room

ALLAS
th Century-Fox Screening Room
03 Wood St. • 2:00 P.M.

ENVER
ramount Screening Room
00 Stout St. • 2:00 P.M.

ES MOINES
th Century-Fox Screening Room
00 High St. • 12:45 P.M.

ETROIT
th Century-Fox Screening Room
11 Cass Ave. • 2:00 P.M.

DIANAPOLIS
iversal Screening Room
7 No. Illinois St. • 1:00 P.M.

CKSONVILLE
orida Theatre Bldg. Sc. Rm.
8 E. Forsyth St. • 2:00 P.M.

ANSAS CITY
th Century-Fox Screening Room
20 Wyandotte St. • 1:30 P.M.

OS ANGELES
x Westcoast Screening Room.
37 S. Vermont Ave. • 2:00 P.M.

EMPHIS
th Century-Fox Screening Room
1 Vance Ave. • 3:00 P.M.

ILWAUKEE
rner Theatre Screening Room
2 W. Wisconsin Ave. • 2:00 P.M.

INNEAPOLIS
x Screening Room
15 Currie Ave. • 2:00 P.M.

EW HAVEN
anley Warner Screening Room
College St. • 1:30 P.M.

EW ORLEANS
th Century-Fox Screening Room
0 S. Liberty St. • 2:00 P.M.

EW YORK
me Office
1 W. 44th St. • 2:15 P.M.

KLAHOMA
th Century-Fox Screening Room
North Lee St. • 1:00 P.M.

MAHA
th Century-Fox Screening Room
02 Davenport St. • 10:30 A.M.

HILADELPHIA
rner Screening Room
0 No. 13th St. • 2:00 P.M.

TTSBURGH
th Century-Fox Screening Room
15 Blvd. of the Allies • 1:30 P.M.

ORTLAND
ar Screening Room
5 N.W. 19th Ave. • 2:00 P.M.

ALT LAKE CITY
th Century-Fox Screening Room
6 East 1st South • 1:00 P.M.

AN FRANCISCO
public Screening Room
1 Golden Gate Ave. • 1:30 P.M.

EATTLE
yptian Theatre
00 P.M.

. LOUIS
t Theatre Screening Room
00 P.M.

VASHINGTON
anley Warner Screening Room
th & E. Sts. N.W. • 10:30 A.M.

Nobody knew he had a girl – not even the girl!

This is T/SGT. Jim Moore, toughest of the tough-guy drill instructors. One of the most powerful of all screen performances. A surprising new role for

JACK WEBB

as

THE D.I.

PRESENTED BY WARNER BROS. STARRING DON DUBBINS · JACKIE LOUGHERY · LIN McCARTHY · MONICA LEWIS · VIRGINIA GREGG

The girl with the Marine-blue eyes!

SCREEN PLAY BY JAMES LEE BARRETT

PRODUCED AND DIRECTED BY JACK WEBB. A MARK VII LTD. PRODUCTION

AND "PLATOON 194"– REAL MARINES WHO MAKE A GREAT STORY RING TRUE!

Television Today

Who's Where

Two new account executives have been added to the staff of A.A.P.'s eastern sales division, **Edward J. Owens** will represent the film distributor in the South; **Lloyd W. Krause** in New England.

☐

Walt **Disney** has signed veteran movie and television director **Robert G. Springsteen** to handle the directional reins of his TV serial "The Hardy Boys" for the 1957-58 season of the "Mickey Mouse Club" on the ABC Television Network.

☐

W. **Thomas Dawson** has been appointed manager of sales promotion for CBS Television Spot Sales. He was previously sales promotion manager of WBBM-TV in Chicago.

WGA Awards Go to 'Requiem' and 'Night'

"Requiem for a Heavyweight," by Rod Serling, has been adjudged one of the winners in the Writers Guild of America's first annual awards contest.

The play, presented on CBS Playhouse 90 last October, was picked as the best "hour or longer" live drama of the 1955-56 season. The panel of judges for the awards contest included Gilbert Seldes, Jay Nelson Tuck, A. B. Guthrie, Jr., Gerald Green, Clifford Odets, Nina Foch, Ronald Colman, John Daly and Groucho Marx.

The award for best TV documentary, any length, went to "A Night to Remember," by John Whedon, which was presented on Kraft TV Theatre (NBC-TV) last spring.

'Fire Fighters' Set

The New York City Fire Department will be the subject of a new television series to be produced by Edward A. Byron for CBS Television Film Sales, Leslie T. Harris, vice-president and general manager, has announced. The series, "Fire Fighters," will star Mark Miller. The majority of episodes will be based on factual or legendary exploits of the men in the department.

Renew 'Rin Tin Tin'

"The Adventures of Rin Tin Tin" will enter its fourth season next fall on ABC - TV, continuing under the sponsorship of the National Biscuit Co., it was announced by Slocum Chapin, vice-president in charge of sales for ABC-TV. Four of the episodes are scheduled to be produced in the Canadian Rockies, according to Herbert B. Leonard, producer of the series for Screen Gems.

TV Producers

(*Continued from page* 1)

dismiss the subpoenas, which had originally asked the producers to bring records to a May 1 hearing. The producers' attorneys had then argued that the producers were not subject to FCC jurisdiction, and that the subpoenas therefor should be dismissed.

Cunningham said today the data sought by the subpoenas were not only "reasonably relevant" to the FCC inquiry but were essential. The subpoenas sought information on assets, profits, production costs, billings, talent arrangements and various other dealings.

Regal to Distribute Hal Roach Package

Negotiations have been completed and a contract signed between Regal Television Pictures Corporation and Hal Roach Studios whereby Regal takes over distribution rights for a 10 year period of approximately 400 features and shorts produced by Hal Roach Studios. Included in the package are 52 Laurel and Hardy comedies; 75 Charlie Chase comedies; 40 features and 18 Streamliner featurettes.

The deal was consummated by Moe Kerman, president of Regal Television Pictures Corp., and Herbert Gelbspan, vice-president of Hal Roach Studios.

Governor Television Attractions, Inc., headed by Arthur Kerman, will distribute all the product for television for Regal Television Pictures Corp.

Heavy Production Slate In 1957 for Filmaster

From THE DAILY Bureau

HOLLYWOOD, May 22 – Filmaster Productions president Robert Stabler today disclosed the allocation of $3,500,000 for television film production during the remainder of 1957. The schedule includes 39 "Gunsmoke" segments now filming and 39 half-hour "Have Gun, Will Travel" films, also five pilots and one unnamed wholly-owned series.

Set Kesten Fellowship

An annual fellowship in memory of Paul W. Kesten, former executive vice-president and later vice-chairman of the board of the Columbia Broadcasting System, has been established at the Harvard Graduate School of Business Administration by CBS Foundation, Inc. The Kesten Fellowship will provide an annual stipend of $2,500 for "an outstanding student" who is preparing for a career in the fields of advertising or marketing.

TOA Backing

(*Continued from page* 1)

bill except that the ceiling should be raised from $250,000 to $1,000,000 and the time of the loan should be extended from five years and 32 days to 20 years," he said.

On Bill S. 1762, which is in two parts, TOA is not in favor of part one because none of the limitations or restrictions presently proposed on the industry to obtain mortgage loans are eliminated, Harling said.

Insofar as the second part is concerned, "we do favor this as it will permit the SBA administrator to authorize loans to be insured by the Administration to an approved lender up to 90 per cent of the unpaid balance of any loan, or the insurance reserve which would not exceed 10 per cent of the amount of the loan outstanding," he said.

Requirements Estimated

Harling said that under the proposed S. 720, an appropriation of $10,000,000 would be sufficient and under the existing legislation and the proposed legislation of the first part of the second measure, $800,000,000 would be required. "It should be pointed out that the government could use $790,000,000 for other good purposes," Harling said.

The TOA official said that Congressman Abraham J. Multer of New York has introduced bills now before the House Banking and Currency Committee. These bills seek to make permanent the Small Business Administration and also to change the policy board to consist of the Small Business Administrator plus two business men. This would eliminate from the policy board the Secretaries of the Treasury and Commerce. "We are in favor of this bill," Harling stated.

Arbitration Units

(*Continued from page* 1)

ment here yesterday by a subcommittee representative.

The sub-committee on formulating a conciliation draft, composed of Adolph Schimel, representing distribution, Herman M. Levy, of Theatre Owners of America, and an un-named representative of Allied States Association, will meet to prepare a draft, which on completion, will be submitted to each of the participating organizations for approval.

The sub-committee appointed to study arbitration machinery, which includes Schimel, Joseph G. Alterman of TOA, and Wilbur Snaper of Allied, will explore the possibilities of organizing and financing an industry arbitration system under present day conditions. This group will also meet with officials of the American Arbitration Association.

Change 'Stella' Date

The American premiere of the new film from Greece, "Stella," which Joseph Burstyn, Inc., is releasing, has been postponed to June 10 at the World Theatre here.

LETTERS

TO THE EDITOR

SIR:

As owner of the World Theatre in Columbus, Ohio, I'm somewhat disturbed by the inaccuracies in your story about the labor dispute last week.

In the first place, the dispute is happily settled now; it only lasted one day. The pickets never represented more than projectionists' Local 386. . . .

Loew's Broad, during its run of "The Ten Commandments," hired no additional help. They always have had two men in the booth at a time. I always have had only one man, and pay the same rate that the Broad Theatre contract calls for. In other words, they wanted me to employ four men with a booth cost of approximately $500 as against the two men, one at a time, required by my contract for my normal operation at a total cost of $180 a week.

From the beginning I offered the union $10 per week additional per man, which is the only additional money or help required of Loew's Broad by the union. It was on these terms that the walkout was ultimately settled.

CHARLES SUGARMAN

Reject 2 Proposals

(*Continued from page* 1)

exempt the amount of the Eady Levy from taxation.

Chancellor of the Exchequer Thorneycroft rejected both proposals. He agreed, however, that the first seemed "logical and superficially attractive" but said the country's present economic circumstances couldn't permit the sacrifice of £2,000,000 revenue involved.

Despite Thorneycroft's firmness members left the House convinced he left hope for further tax concessions next year. Meanwhile, further closures of theatres are anticipated in the near future in view of the chancellor's attitude.

Thompson Mass Today

HOLLYWOOD, May 22 – Requiem mass tomorrow at St. Ambrose Catholic Church will be held for David H. Thompson, 73, pioneer actor, director, production executive and agent since 1930, who died Monday. Two daughters and two sons survive.

WHEN YOU NEED A GOOD
SPECIAL TRAILER QUICK
● ... and one that has SELL to it, SEND IT TO GOOD OLD DEPENDABLE ...
Just say when you want it and YOU'LL HAVE IT!
1327 S. Wabash Chicago, Ill. FILMACK 630 Ninth Ave. New York City

Business Plan Fund Okayed

(*Continued from page 1*)

MPAA advertising and publicity directors committee, along with Johnston, said that $100,000 of the $375,000 initial fund will be for the establishment of a permanent office and staff here and in Hollywood to carry out MPAA's part of the activities. This money will be paid entirely by the MPAA, it was stated.

The remaining $275,000 will be raised by the Council of Motion Picture Organizations under which certain portions of the business building campaign will be conducted, Lewis said. The MPAA president here injected that the association will "match dollar for dollar" exhibition contributions to this fund of $275,000.

Philip Gerard

In announcing the MPAA board approval of the funds necessary for the plan, which encompasses a marketing survey; Academy Awards Sweepstakes; visits to editors and publishers; a community reel, "Operation Movie Going"; Audience Awards; new product trailers; personality tours; modification of advertising billing requirements; advertising billings, and the Golden Jubilee of Motion Pictures 1907-1957, Johnston stated:

Sees 'Vote of Confidence'

"This represents a vote of confidence in the future of this industry. We feel it will help immeasurably in bringing home constantly to the American public and to audiences the world over the fact that motion pictures in motion picture theatres are the most rewarding form of entertainment."

He stressed the fact that the MPAA directors consider this "only the first chapter" in a continuing program. The question of a method of raising funds for the program jointly with exhibitors is under discussion by a committee headed by A. Montague, Johnston stated. He added that at yesterday's board meeting, the fund raising proposal advanced by Ernest G. Stellings, president of Theatre Owners of America, was "not taken up." He said that Montague and Stellings have been having private conversations about this.

Itemizes Expenditures

Lewis, in explaining the uses to which the $275,000 fund would be put, said that "$150,000 is destined for a repetition of the Academy Awards Sweepstakes in the February-March period of 1958; $75,000 for the Audience Awards campaign in the fall of this year; approximately $12,000 for the production of a community reel about theatres and motion pictures; $5,000 for a specific test of 'Operation Movie Going' in a specifically selected city on radio; $25,000 to carry the story of the industry to newspaper editors and publishers in selected cities, and the balance for miscellaneous expenditures."

Johnston and Lewis pointed out that "certain portions of the business building campaign will be conducted in cooperation with COMPO and exhibitors, and that other portions will be conducted by ourselves, the MPAA." They did not explain which part of the 11-point program would be conducted by COMPO and which MPAA would handle.

Will Pick Office, Name Staff

The chairman of the advertising-publicity group commenting on the budget allocation for a permanent office and staff in New York and California to carry out the MPAA part of the activities and those in the future, said these operations would be under the supervision of his committee.

Attending yesterday's board meeting were Johnston, who presided; Joseph Vogel, Benjamin Melniker, Barney Balaban, Robert Rubin, Montague, William C. Michel, John O'Connor, Edward Morey, Robert S. Taplinger, Philip Gerard, Jeff Livingston, Charles Einfeld, Rodney Bush, Sidney Blumenstock, Martin Davis, Lewis, and Si Seadler.

Johnston, at the close of his press conference yesterday afternoon, said that the MPP board did not take up the matter of producer Edward Small's appeal of the Production Code Administration's withholding of a seal from his "Monkey on My Back," a United Artists release.

Join Annual Drives

(*Continued from page 1*)

Hotel here June 19, and to meet the increasing costs of operation.

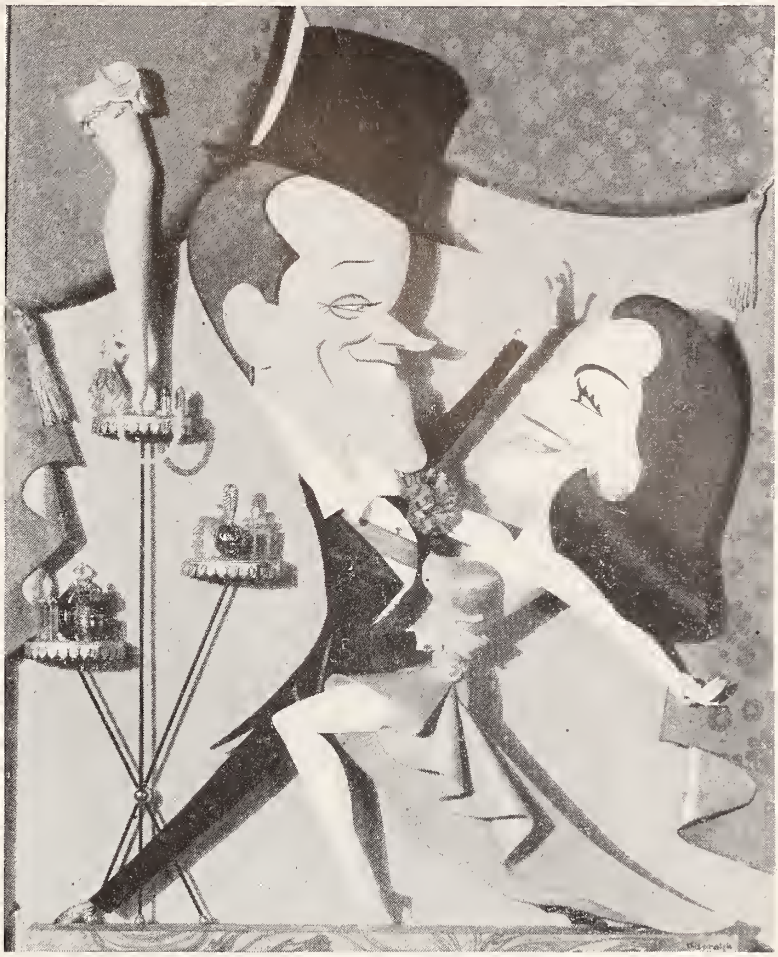
According to the announcement, the hospital achieves a multiform purpose by combining the two campaigns: 1. the number of times the industry and its employees are asked for funds and assistance each year are cut in half, and 2. collections will be simultaneous from the theatregoing public and the industry employees. This will affect a saving in campaign costs, which are already at a minimum for the two campaigns.

Results of the last two years' Audience Collections were gratifying, it was announced, and this experience has shown that the public does not object to making contributions in this manner. In the first collection, $171,243 was collected and last year the return was $275,555.

The combined program has the endorsement of TOA, Allied, ITOA, MMPTA and the major companies.

UAC Dividend 25c

OTTAWA, May 22. — United Amusement Corp, Ltd., theatre chain, Montreal, declared a 25 cent dividend, payable June 15 to shareholders of record May 31.



America's 8,500,000 teen-age girls have *one* favorite magazine: SEVENTEEN—*one* favorite form of entertainment: MOVIES—*one* response ("Let's GO!") when their "own special movie guide" tells them about an enchanting, important new musical with everything a romance-minded, dance-minded, fun-loving teen could wish!

M-G-M PRESENTS AN ARTHUR FREED PRODUCTION
starring
FRED ASTAIRE
CYD CHARISSE
IN
SILK STOCKINGS
also co-starring
JANIS PAIGE · PETER LORRE
with
JULES MUNSHIN · GEORGE TOBIAS · JOSEPH BULOFF
MUSIC AND LYRICS BY COLE PORTER · IN CINEMASCOPE
AND METROCOLOR · DIRECTED BY ROUBEN MAMOULIAN

Selected as Picture-of-the-Month for June by
seventeen

WB's Profit

(*Continued from page* 1)

responding quarter last year, Warner added.

"Prospects appear promising for the future due to the release of many important pictures already completed or in various stages of production. It is of particular note that the earnings of our music publishing division continue their upward trend," he said.

For the six months ended March 2, the net profit was equivalent to $1.43 a share on the 1,828,696 shares of stock outstanding after deducting the shares held in treasury on that date. The net profit for the six months ended Feb. 25, 1956, equalled 75 cents a share on the 2,474,247 shares then outstanding.

Rentals Total Rises

Income from film rentals, sales, etc., for the first half of the current fiscal year amounted to $39,744,000, the report stated. For the same period last year, income from these sources was $37,587,000.

The company has acquired in the open market 47,400 shares of its common stock at a cost of $1,183,000 and there are now 686,351 shares held in the treasury.

"The balance sheet of the company as of March 2, 1957, continues to indicate a strong financial position, with net working capital of $42,199,000 including cash of $12,300,000," Warner said. "There has been no increase in the $7,000,000 bank loans under the $20,000,000 term bank credit."

Sindlinger Advice

(*Continued from page* 1)

souri held at the Hotel Phillips here.

Expressing a conviction that the film industry has a great future, Sindlinger cautioned that exhibitors and other persons in the trade must take into account changing conditions and quit adhering to the past.

"The entire rank and file of the motion picture business," he said, "must learn to market every single film. I repeat you must 'sell' every picture. You just can't throw pictures into release and expect the public to buy them."

Sees Return to Theatres

Referring repeatedly to October, 1956, when old films began appearing in large numbers on television screens, Sindlinger said that the public's disappointment in the aging films hed led to more people considering going to theatres. The people again are seeking the sense of participation and enjoyment to be found in theatres.

Hitting out at the defeatist psychology, the speaker pointed out that a current principal trouble of the industry is that "everyone is running scared, with a consequent cutting down on advertising, exploitation and other pre-selling measures."

A scheduled election of new officers was postponed and will be called at a later date, Beverly Miller, president of the group, told the delegates.

Veteran of 50 Years Gives Industry Views

By FLOYD STONE

Fifty years in the business and Morris Hellman, too, is entitled to tell the industry what it needs.

Here last week from Chicago, and staying at the Commodore while he celebrated not only those 50 years but his 34th wedding anniversary, the 65-year-old United Artists salesman had this to say.

That producers should seek plots with the gimmick.

That they should choose those interesting to all between the ages of 14 and 40.

That in his experience people beyond 40 don't attend because they haven't the spending money.

That identification with self is a major motif in picture success; and that, hence, new pictures should feature youngsters.

'Old Formulas Dead'

That the old formulas are dead; meaning drawing room and society dramas, and even musicals.

That pictures such as "Trapeze," "Giant," "Westward, Ho" still pack appeal because they combine many elements for many persons.

And that the "good" western always will appeal because except in very large cities it represents something very close to Americans.

Hellman in mileage and career qualifies as a pioneer, and has the tales to tell, of the great who made the industry great: peddlers, salesmen, executives: he knew them through their progression.

With Laemmle in 1907

He came here from Kiev in 1904 and joined Carl Laemmle in 1907, when that business founder had but one reel to sell, a first film by Edison, for the Patents Company.

Errand boy, film inspector, shipping clerk, assistant and then booker, short subjects manager, all these with Laemmle; and then from 1920 through 1930 his own company, Reelcraft Film Exchanges; and finally United Artists, for whom he now handles Illinois and part of Indiana.

Hellman recalls working with Harry and Jack Cohn at Laemmle; and also with William E. Heineman, his chief now at UA. He talks knowledgeably of the early and comparatively exciting—and savage—competition of the Patents Company battles and a certain throwing of company books from an office window.

M. P. Daily picture

MORRIS HELLMAN

He recalls Quigley Publications, too: he was correspondent when Motion Picture Herald was Exhibitors' Herald and beginning its service and needed news.

He's a salesman, never wanting to be other, proud of it, satisfied, and won't retire until compelled.

He admires his company immensely: its executives are vigorous, young by industry standards, and have a miraculous knack, he said, for picking the right pictures to be made and to sell.

Likes Busman's Holidays

He has two married daughters and three grandchildren, reads avidly and plentifully and for other interest goes to the movies. It's true.

His formula for youth in old age: wholesome food, hard work and much rest. And invest your money wisely.

That negative he's holding is from a picture Thomas Edison made and which was shown at the Chicago World's Fair of 1893. It's 75 mm. Said Hellman:

"Just a matter of showing you there is nothing new."

Distribution Deal Near

HOLLYWOOD, May 22 – Allied Artists' negotiations for distribution of "Fever Tree," Dudley Pictures Corp. production filmed in Cuba, and "Cyclops," Bert Gordon production, are nearing completion, the company has announced.

'Monkey' to State

Edward Small's "Monkey on My Back," which United Artists is releasing, will open at Loew's State here next Wednesday.

E. L. Hartman Renamed President of WGA-W

From THE DAILY Bureau

HOLLYWOOD, May 22—Writers Guild of America, West, today announced the reelection of Edmund L. Hartman to the presidency. Daniel Taradash was elected first vice-president; David Dortart second vice-president; Al Martin secretary and Edmund North treasurer.

Frank Nugent was elected president of the screen writers branch, and Curtis Kenyon president of the television-radio branch.

Philippines

(*Continued from page* 1)

resentatives to look into the negotiations which are still going on.

Leo Hochstetter, Asian overseas representative for the MPEA, has instructed member companies to give all Philippine exhibitors a 30-day notice by May 31 of the suspension of American product to their theatres.

The MPEA yesterday reported here that the Philippines president has appointed the secretary of finance to look into the tax difficulties and has appointed a committee of three bankers to study the remittance problems. It was also reported that the Philippines Senate passed a new tariff measure of one peso per meter of film and that the bill now goes to the House for approval.

Todd-AO Equipment

(*Continued from page* 1)

which will open with "Around the World in 80 Days" next Wednesday. A Todd-AO exhibit is planned for Hamid's Steel Pier at the resort.

Also set is the 1,200-seat Loew's Ohio, Cleveland, scheduled to open with "80 Days" on June 14; the Wilby-Kincey Roxy, Atlanta, for a June 25 opening following termination of the Cinerama run there; Ted Mann's Alvin, Minneapolis, which is being completely remodelled for a June 28 opening, and the Valley, owned by Louis Wiethe, located in a shopping center about six miles from downtown Cincinnati. It has 1,400 well spaced seats on one floor, and parking area for 1,000 cars.

Previously set installations include the Tower, Kansas City, scheduled to open with "80 Days" next Wednesday, and the Esquire, St. Louis, June 4.

Cinerama Election

The board of directors of Cinerama, Inc., elected the following officers for a term of one year at a meeting here on Monday: Hazard E. Reeves, president; Wentworth D. Fling, executive vice-president; Grant Leenhouts, vice-president in charge of productions; and John H. Haltley, treasurer and secretary.

'Spirit' in Paris Today

PARIS, May 22.—Warner Brothers' "The Spirit of St. Louis" will have its premiere here tonight at the Palais de Chaillot before an audience including Rene Coty, president of France, who is personally sponsoring the event in commemoration of Charles A. Lindbergh's historic Atlantic flight of 30 years ago.

U.A. Closes Italian Deal

United Artists has entered into a long-term agreement with D.E.A.R. Film of Italy whereby U.A. releases will be distributed throughout the Italian market. The deal was closed in Rome by Arnold M. Picker, U.A. vice-president in charge of foreign distribution.

All the News That Is News

QP

MOTION PICTURE DAILY

Concise and to the Point

QP

VOL. 81, NO. 101 NEW YORK, U.S.A., FRIDAY, MAY 24, 1957 TEN CENTS

The Winners

QP Awards to Mrs. Gordon, Baker, Scott

Top Showmen Named in 23rd Annual Judging

Theatre managers in Washington, Iackensack, N. J., and Sydney Ausralia—including one woman and two nen—won the 1956 Quigley Awards or showmanship, it was announced esterday.

The Grand Award for large situaions went to Jerome (Jerry) Baker, nanager of the RKO Keith's Theatre, Vashington, D. C. Winner of the rand Award for small situations was Irs. Diane Gordon, manager of kouras Oritani Theatre, Hackensack,

(*Continued on page 6*)

Mrs. D. Gordon

Jerome Baker

Bessey to Retire as Altec Vice-President

H. M. Bessey, executive vice-presdent of Altec Companies, Inc., announced yesterday that he will retire rom the service and engineering oranization effective June 30. He will ontinue to act as a member of the oard of directors.

Bessey's associates in the Altec or-

(*Continued on page 2*)

Television Today Page 6

FCC Asserts Legal Right to Okay Toll TV

By J. A. OTTEN

WASHINGTON, May 23 – The Federal Communications Commission today declared it has the legal authority to authorize subscription television, and asked for additional information looking toward an "adequate trial demonstration" of toll TV systems.

The commission made it clear it would not authorize toll TV permanently without a full field test.

The commission didn't flatly program a trial of toll TV today, but came as close as possible. It left the clear implication that soon after it

(*Continued on page 3*)

Charge U. K. Tax Used To Close Down Theatres

By WILLIAM PAY

LONDON, May 21 (By Air Mail). —Civil servants and permanent officials of the Government were using entertainments tax to reduce the number of cinemas in this country, exhibitor Shack Hyde charged at a meeting of the Leeds and District Cinematograph Exhibitors Association branch.

The meeting discussed the papers

(*Continued on page 2*)

Vogel Reports on Changes

MGM Overhead Cut $2,000,000 a Year

Says Every Division in Black for 1st Half of '57; Tells of Expansion in TV

Joseph R. Vogel, president of Loew's, Inc., said yesterday that he had slashed overhead costs at MGM Studios by a rate of more than $2,000,000 a year while simultaneously launching a program to increase the annual number of motion picture productions and expand the company's participation in television.

Joseph Vogel

Vogel spoke at a luncheon meeting of the New York Society of Security Analysts. He told the group: "Our company is both strong and sound, and I believe that all the basic changes and modernization needed to restore it to a

(*Continued on page 3*)

Set Telemeter Exhibit Here

Paramount Pictures and International Telemeter Corp. are planning to set up an exhibit of the Telemeter Electronic Theatre in New York for Eastern exhibitors in mid-June, according to Paul MacNamara, vice-president of International Telemeter.

MacNamara said yesterday that company officials anticipate staging the exhibit around June 17, when a number of top exhibition leaders from all parts of the country will be coming here to take part in the motion picture industry talks on arbitration and conciliation.

"The exhibit, which will most like-

(*Continued on page 6*)

'Island in Sun' Will Premiere Here June 12

"Island in the Sun," Darryl F. Zanuck's first independent film for 20th Century-Fox release, will have its world premiere at the Roxy Theatre here the night of June 12, the company announced yesterday. The invitational showing will be attended by entertainment personalities, civic, society and public figures.

Zanuck will fly in from Europe to attend, and Robert Rossen, who directed, will also be there, along with several of the picture's stars.

Pledge $500,000 for UJA; Cite Benjamin for Devotion

By FLOYD STONE

(Picture on page 2)

He regarded, like others, giving to Israel an obligation, but when he went there and saw what this new cradle of democracy in the Middle East is doing to give safe harbour and rebirth and to make its lands green and its industries flourish he had an emotional reward which was overwhelming, Robert S. Benjamin, United Artists board chairman and honored guest of the United Jewish Appeal yesterday at the Park Lane, told his associates in the motion picture industry. He urged them to give all they could; and even more—to go there.

Benjamin was in Israel during its Independence Day, and he described the celebration and the people and the country. Its people are tense but capable, its soldiers confident but not smug, its youngsters proud. Its new settlers go directly to work, and work miracles. Its towns have become cities, and its deserts now are green. Between visits these things occur and he said he found sections

(*Continued on page 2*)

French Embassy Post To John G. McCarthy

John G. McCarthy, former vice-president of the Motion Picture Export Association, has been named Minister Counsellor to the American Embassy in Paris and will leave here for France on June 12 to take over

(*Continued on page 2*)

PERSONAL MENTION

JACK LEBOW, newly-appointed sales representative for the RKO Radio foreign division, has left New York for Australia.

•

ARMANDO TRUCIOS, Warner Brothers supervisor for Mexico, Central America, Peru, Colombia and Ecuador, has arrived in New York from Mexico City.

•

HUBBELL ROBINSON, executive vice-president of CBS-TV, and his wife, VIVIENNE SEGAL, will return to New York today from Europe aboard the "Liberte."

•

CONRADO DE JESUS, United Artists manager in the Philippines, has arrived in New York from Manila.

•

MRS. SYD SILVERMAN, wife of the president and publisher of "Variety," has given birth in New Rochelle to twin boys, to be named MICHAEL and MARK.

•

CHRISTINE CARERE, French actress signed by 20th Century-Fox for "A Certain Smile," arrived in New York yesterday from Europe, en route to Hollywood.

Maco Sells One; Four in No. Central Reopening

Special to THE DAILY

MINNEAPOLIS, May 23.—Minnesota Amusement Co. has sold the last of its Theatres in Jamestown, N. D., the 600-seat Grand, to Jamestown Theatres headed by Burr Cline, formerly associated with Maco. The sale brings Maco's holdings down to 34. It formerly operated more than 70.

Civic organizations in Swea City, Ia.; Michigan, N. D.; Sanborn, Ia., and Stephen, Minn., have pledged help to theatres in each town on the theory that the lighted marquees are good attraction for business centers. Four other theatres in the area have reopened after having been dark. They are the State, Blair, Wis.; the Royle, Lohrville, Ia.; Waubay, Waubay, S. D., and Star, Osceola, Wis.

'Love' to Bow in Paris

Billy Wilder's "Love in the Afternoon" will have its world premiere in Paris Wednesday at the Colisee and Marivaux Theatres, it was announced yesterday by Arnold M. Picker, United Artists vice-president in charge of foreign distribution. The Allied Artists presentation is being distributed in Europe and the Far East by UA.

UJA
Give twice...
Give REGULAR CAMPAIGN
Give EMERGENCY RESCUE FUND

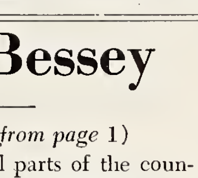
M. P. Daily picture

ROBERT S. BENJAMIN telling yesterday what Israel was and now is and how he felt and how his audience would feel seeing it, at yesterday's luncheon. With him, Herbert A. Friedman, Leon Goldberg, Barney Balaban, Arthur B. Krim, Abe Schneider.

H. M. Bessey

(*Continued from page* 1)

ganization from all parts of the country will give him a testimonial and farewell dinner on Wednesday, June 5, at the No. One Fifth Avenue Hotel here.



H. M. Bessey

Bessey, who is the company's top executive at its New York headquarters, joined the firm in 1937 after a career in banking and accounting. He occupied several posts prior to his appointment as executive vice-president in 1943. His supervisory activities here have included the sales, operations, engineering, accounting, personnel, publicity and advertising departments, together with representation of the company's interests in numerous union negotiations.

French Embassy Post

(*Continued from page* 1)

the new post, which carries the personal rank of Minister.

McCarthy entered the film industry in 1949 as associate manager of the international division of Motion Picture Association of America. Subsequently he was named vice-president of MPEA, a post in which he served until December, 1952, when he was appointed by the U. S. State Department to make a study of films abroad. The following year he was elected president, treasurer and director of International Affiliates, Inc.

Say U. K. Tax

(*Continued from page* 1)

read by John Davis and Clifford Barclay at the CEA's Gleneagles convention and decided to press for the setting up of a committee of the four trade associations "to examine the problems affecting the motion picture industry."

Hyde said that for some considerable time he had held the opinion that the Government or, at any rate, the Civil Service and permanent officials, had "little sympathy or understanding of our industry and its problems and were using entertainments tax to reduce the number of cinemas."

Sees Wide Harm from Closings

In the past, he went on, the trade had had wrong ideas about redundancy of cinemas. These days when a cinema closes down there is little or no transference of patronage to the remaining cinemas. It had always been his experience, he said, that competition brings business and when you cut competition it tends to thin rather than increase the business of the remaining cinemas.

Not only unfair taxation but the shortage of product was closing cinemas, Hyde added, and this was not only reducing the country's revenue but reducing the amount of money that can be devoted to the production of pictures.

Business Meet Today

Committees from the Motion Picture Association of America's advertising and publicity directors group and from exhibition and the Council of Motion Picture Organizations will meet at the Harvard Club here today to work on the industry business building program.

Cite Benjamir

(*Continued from page* 1)

unrecognizable. And everyone the and everyone here knows, he cor mented, it is possible only because the united effort of Jewry in t United States.

The industry's men pledged duri the luncheon more than $500,00 Barney Balaban led with $30,000 f the regular fund, and $8,500 for t emergency fund. Louis Phillips ga $15,000 and $5,000. Each memb of his firm pledged $10,000. He man Robbins announced $8,000, a $2,500. And Benjamin gave $5,0 to the special fund.

Balaban presented to Benjamin the UJA's appreciation token for u remitting and exceptional devotion silver-bound bible from Israel.

The special fund will raise $10 000,000 and save 100,000 perso from peril in places such as Egy and Poland and send them to Isra Herman A. Friedman, UJA executi chairman, said.

Leon Goldberg, United Arti vice-president and drive chairma presided, and supervised the pledgir

Rabbi Joseph Birstein declar during the invocation so long as a Jew in the world needed help, those the room would give all they cou

Lewis to Coast for Promotion Sessions

Roger H. Lewis, United Artists r tional director of advertising, public and exploitation, will leave tonig for the Coast, where he will hold series of conferences next week the promotional program for the co pany's summer releases. He will al hold sessions on the new UA $1 000,000 production program whi begins next month.

The meetings will be attended Robert F. Blumofe, UA vice-preside in charge of West Coast productic Leon Roth, West Coast publicity c ordinator, and producer of UA r leases.

Lewis, who is chairman of t MPAA advertising and publicity c rectors committee, is also schedul to confer with studio executives participation by the production se ment of the industry in the busine building program approved Wedne day by the MPAA board of directo

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center
GREGORY PECK • LAUREN BACALL
IN
"DESIGNING WOMAN"
In CinemaScope and METROCOLOR
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Sto Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Ott National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Edit Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Si Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Th J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, ea published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fa Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 forei Single copies, 10c.

. . . NEWS ROUNDUP

Cite ‘Plot’ Against Johnston

A report from Tel Aviv in yester-
ay’s “New York Times” on activities
terrorists said to have plotted to
ize power from Premier David Ben-
urion included a reference to Eric
hnston, president of the Motion
cture Association of America. An
raeli police official said the terror-
s at one time discussed murdering
hnston, who toured the Middle East
President Eisenhower’s special en-
y in connection with the U.S. proj-
t for the regional development of
rdan River water resources.

■

Beau James’ Screening June 3

Paramount will screen “Beau James”
r critics and invited guests follow-
g a “Roaring Twenties” dinner at
one’s restaurant here on June 3.

■

ort Huron House Reopening

The Riviera Theatre, Port Huron,
ich., which has been dark, will re-
en on June 2. Michael J. Chargot,
e new owner, will operate the house.
ark Theatre Service, Detroit, will
ndle buying and booking.

■

Heavy Drive for ‘Corral’

Radio, newspapers, magazines and
llboards will be utilized by Para-
ount to spotlight Hal Wallis’ “Gun-
ht at the O.K. Corral,” which will
en at the Capitol Theatre here on
ay 29. Announcements on eight
ew York area radio stations will be
pplemented by full page ads in
ife,” “Look,” “Redbook” and
IcCall’s.”

ent 35 Meeting Off

The luncheon meeting of Tent 35
be followed by screening of “The
eart of Show Business,” film depict-
g the Heart Projects of the Variety
ents around the country, has been
stponed from Tuesday, May 28, to
e following Tuesday, June 4 at Toots
or’s restaurant. The original date
nflicts with the industry luncheon
arking the kick-off of the business
ilding drive.

ettle Stern Suit

A suit for an injunction against
arner Bros. by Michael Stern, writ-
, for alleged infringement of his
blished story, “Who Is Virginia
ill?” in connection with the Warner
m, “The Damned Don’t Cry,”
hich was released in 1950, was set-
ed and discontinued, according to
pers filed in Federal Court here
sterday. Stern had asked damages
r the alleged infringement.

M-G-M Overhead Cut $2,000,000 a Year

(*Continued from page* 1)

position of greater earnings and better performance are now underway.”

The Loew’s president, who assumed his post seven months ago, pointed out that the inevitable time lag between the conception of a picture and its release to the market would prevent the full impact of his changes from being reflected until late in 1957 or early next year. He emphasized the fundamental health of the company, however, by revealing that every division and subsidiary had been in the black for the first half of fiscal 1957 and contributed to the announced earnings of 51-cents per share for that period.

He said that the company’s music business, one of the two largest in the world, was growing in both volume and profit; that MGM Records, long profitable, would increase pressings under its own label; and that the company’s radio station, WMGM, could be expected to show another increase in earnings.

He also underscored the fact that all phases of operation, including administrative, purchasing and accounting control as well as production, would continue under review and study with the aid of outside independent management consultants and accountants.

Discussing the company’s activities in the TV field, Vogel reported that pre-1949 feature films already licensed to stations for showings in more than 40 markets are expected to produce a total of more than $40 million for Loew’s over the life of the licenses.

“It is my estimate that we have exhausted less than two-thirds of the potential market for such films and we are continuing our sales effort to complete the job,” he said. He also noted that MGM expects to begin licensing its short subjects to television.

As to expanding the company role in television, the Loew’s president declared:

Stresses All-Media Role

“MGM is not simply a motion picture company but a total entertainment company. Its business is to provide the finest possible entertainment and it will do so in whatever media may be current and popular. It is for this reason that I have decided on a policy of making available for television all the rich resources of our studio, including a wide selection of story properties to which we have all rights.

“We are carefully watching all developments in the field of toll television and will be ready to participate in this medium when and if we become convinced that it can adequately contribute to our over-all operations. We are, however, mindful of our responsibility to exhibitors who have built our industry, and it is with them that we hope to participate in any developments in the toll television field.”

Preparing Two TV Series

Vogel noted that the MGM studios had been opened up for television production by independent producers and that the company itself was preparing to film TV series on its famed “Thin Man” and “Min & Bill” stories.

MGM is also producing commercials for television and has just established an industrial film department.

“The main part of our business remains the production and distribution of theatrical motion pictures,” the Loew’s president said. “The cost of producing this type of picture has, like everything else, increased.

“This is due to the fact that high progressive income taxes have caused important stars, directors and producers to form independent companies rather than accept straight salaries, and have induced many to limit the number of their screen appearances.

Would Bring Back ‘Great Names’

“Wherever practicable, I am moving to bring back the great names and the great properties to MGM by contracting for independent productions to be made with our facilities and released through our distributing organization.”

In line with this he announced that the company would finance ten or more major independent productions next year. “In addition,” he said, “we will make a minimum of 20 pictures of our own, thus substantially increasing the total number of productions while reducing the general overhead costs.”

FCC Asserts Toll TV Control

(*Continued from page* 1)

gets the additional information — it asked for it by July 8—it would announce conditions for field tests. It did, however, leave open the possibility that if the additional information weren’t satisfactory, it might have to conduct oral hearings on a few points.

Eleven Questions Asked

The additional information sought about a possible toll TV trial would include cities where it should be tried, the number of stations in any one community to participate, the number and times of toll TV broadcasts per week, the minimum period required for a meaningful trial and the minimum and maximum number of subscribers.

Also, whether several systems or just one system should be demonstrated in each community; the time required to produce and distribute the necessary coding and decoding equipment; the terms for selling or leasing this equipment to the public; whether toll TV should be limited to UHF stations; whether it should be confined to the larger markets; how the limit on toll TV programs should be expressed in terms of the station’s total broadcast hours; and finally, “a statement of the specific ways” in which the tests would supposedly help the commission evaluate the impact of permanently-authorized toll TV.

Oral Hearings Possible

“In the event the additional information fails to clarify all of the important considerations we believe to be involved,” the FCC said, “we will then decide whether it would be desirable to conduct oral hearings on specific issues to be designated.”

Information submitted already in the proceedings, along with the work of the FCC staff, has enabled the commission to reach the conclusion, the FCC opinion said, “that the commission has the statutory authority to authorize the use of television broadcast frequencies for subscription TV operations if it finds it would be in the public interest to do so. We believe this falls within the powers conferred on the commission in the Communications Act for licensing the use of radio frequencies.”

This in effect was the commission’s answer to House Commerce Committee chairman Harris (D., Ark.), who had raised a series of questions about the commission’s authority to approve toll TV.

The commission said it saw no point in trying to decide now whether it would ultimately authorize one or several different toll TV systems, and whether it would classify toll TV as broadcasting, common carrier or some other type of service.

Decision After Trial Program

The trial program, the FCC said, would probably help it decide whether it needs to go to Congress for any changes in the Communications Act.

The commission decision was apparently unanimous. Commissioner Mack in a separate concurring statement said he felt the commission should have tackled now the basic question of whether to authorize toll TV or not, but that since a majority of the commission feels that a trial is necessary first, he would go along.

Mayor Wagner the Host For ‘Beau James’ Bow

Mayor Robert F. Wagner of New York has accepted an invitation to be host at the world premiere of “Beau James,” Paramount’s film about the life and times of a former New York mayor, James J. Walker.

The film will have a gala opening at the Astor Theatre here on June 26 for the benefit of the Mayor’s committee on Scholastic Achievement. Mayor Wagner has informed Barney Balaban, president of Paramount Pictures, that he has appointed a premiere committee of some 60 leading citizens of New York.

THE STORY OF JIMMY WALKER...

New York's debonair mayor . . . who was a one-man parade . . . a glittering legend . . . whose days were recorded in headlines and whose nights were written in all the bright lights of Broadway . . . whose famous love affair scandalized two continents!

THE GREATEST CITY'S GREATEST STORY

He gave
up a great
career
for the girl
he couldn't
turn down!

BEAU JAMES

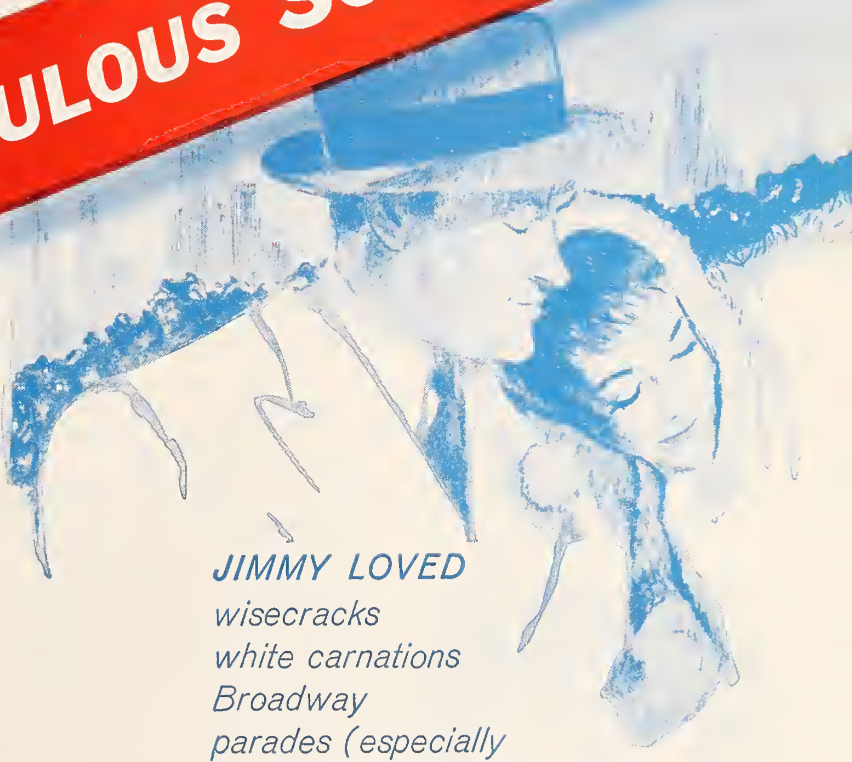
THE STORY OF FABULOUS JIMMY
WALKER...MAYOR OF NEW YORK

TECHNICOLOR®

VISTAVISION®
MOTION PICTURE HIGH FIDELITY

Paramount Pictures

BOUT ITS MOST FABULOUS SON........



JIMMY LOVED
wisecracks
white carnations
Broadway
parades (especially
on St. Patrick's Day)
honky tonks
speakeasies
baseball games
big brass bands
cheering crowds
writing songs
being Mayor of New York
—but most of all
he loved Betty Compton

ORLD PREMIERE
NGAGEMENT
Jimmy's Beloved Broadway.
unched by
ALA BENEFIT PERFORMANCE
der the auspices of
yor Robert E. Wagner's Committee
EDNESDAY EVENING, JUNE 26th
STOR THEATRE,
w York City

rring

OB HOPE · VERA MILES
AUL DOUGLAS ALEXIS SMITH · DARREN McGAVIN

Guest Stars GEORGE JESSEL · WALTER CATLETT

duced by JACK ROSE · Directed by MELVILLE SHAVELSON · Screenplay by JACK ROSE and MELVILLE SHAVELSON
ed on the book by Gene Fowler · Dances and Musical Numbers Staged by Jack Baker · A PARAMOUNT PICTURE

National Pre-Selling

A NEW format and basic idea has been found for a pictorial story about a motion picture. It appears in the June issue of "Esquire."

The article is a visual and text report on the 15 days a Hollywood unit spent in New York seeking to produce 16 minutes of illusions, which will be woven into a new U.A. film, "The Sweet Smell of Success." The action takes place in front of the Ziegfeld Theatre on Sixth Avenue. The production unit arrives at 8:00 A.M., composed of labor, management, their equipment and acting and writing talent.

This refreshing photographic essay by Jay Maisel in seven interesting pages depicts how much work is involved in creating a simple illusion on the screen.

•

"In 'Designing Woman,' an unlikely marriage of sports and high fashion," reports "Life" in the May 20 issue, "brings on a rousing roughhouse in which Lauren Bacall takes on a gang of toughs of the thug-ridden world of boxing. The fight is momentarily savage and the end unladylike, but it helps produce a lightfooted M-G-M comedy that appealingly shows off not only Miss Bacall's handsome legs, but also her considerable talents as a sophisticated comedienne."

•

Jim Bishop is the author of an entertaining personality story on Jayne Mansfield, star of 20th Century-Fox's "The Wayward Bus." The article started in the May 19 issue of "The American Weekly" and is completed in the May 26 issue. Bishop says: "Jayne is an uncomplicated person with a split-level intellect and a brutal honesty. Her daughter, Jayne Marie, is her first love and, next to her career, perhaps Jayne's only love."

•

Hal Wallis's "Gunfight at the O. K. Corral," will have the benefit of a vigorous pre-selling campaign in radio, newspapers, national magazines and on billboards prior to the opening at the New York Capitol Theatre May 29. Full-page color ads will appear in "Life," "Look," "Redbook" and "McCall's."

This Paramount film, starring Burt Lancaster and Kirk Douglas, will also have been advertised throughout the New York subway system three weeks in advance of the New York opening.

•

Florence Somers wrote a laudatory review on Paramount's "Fear Strikes Out" in the May issue of "Redbook."

•

"United Artists' 'Twelve Angry Men' catapults you behind the scenes into a jury room," reports Edwin Miller in the May issue of "Seventeen." "There a dozen 'good men and true' reveal what makes themselves tick as they argue in their attempt to reach a verdict on a murder case they have just tried."

WALTER HAAS

QP Awards

(Continued from page 1)

N. J., while the Ovearseas Award went to G. H. Scott, manager of Greater Union Theatres' State Theatre, Sydney, Australia.

The campaigns of the winners were judged on Monday at the 23rd annual Quigley Awards luncheon attended by the industry's top advertising and promotion representatives.

Honorable Mention to Four

In addition, honorable mentions went to the following: C. E. Bushnell, Odeon Theatre, Bournemouth, England; J. J. Collins, State Theatre, Melbourne, Australia; J. Murray, Victoria Theatre, Sydney, Australia; and D. L. Nicholson, M-G-M Films, Johannesburg, South Africa.

IT'S A HIT!
in Dallas

TICKETS
S.R.O.

BUT...will it be a hit in your house?

It went over big in Big D... but before any show can be a success in *your* house, your equipment must be in condition to roll it perfectly. *Any* show can be a *better* show when equipment performs properly. That's where RCA Theatre Service comes in.

Protect your *equipment and picture investment* with RCA Theatre Service. RCA engineers have an average of 13 years of servicing experience. Let them keep your equipment operating in top-notch condition.

It will pay you to write *now* for complete information!

Technical Products Department

RCA SERVICE COMPANY, INC.

RCA *A Radio Corporation of America Subsidiary Camden 8, New Jersey*

Tmk(s) ®

Television Today

Pilot Film for Shows Uneconomic: Manby

"The needs of the market place must be considered, researched and developed by the producer of films for television before he goes out to make a pilot film to interest prospective customers," according to C. Robert Manby, vice-president of RKO Teleradio Pictures, and its television division.

C. Robert Manby

Manby, host at a Toots Shor's press luncheon here yesterday in which he explained RKO Television's plans for TV film production, said "we must keep up to date through research on the trends within the industry and concentrate on satisfying the needs."

Surrounded by a number of television producers who will be turning out product for his organization, among them Ben Fox, Paul MacNamara and Jerry Capp, the RKO executive said his organization views the production of pilot films as "unsensible and uneconomic. The proof of an idea does not have to be shown in a pilot, and in some instances, emphasis in the film is placed on other factors of importance."

Fox Points to 'Mortality'

Fox said that this year television has seen "a fantastically high mortality in pilot films. Over 50 per cent of the shows on television which were bought from pilots have cancelled." The veteran TV producer said that in conjunction with RKO, which is wholly financing his and the other producer's projects, a five to eight minute presentation on film of an idea will be prepared at one-fifth of the cost of a pilot film and presented to advertisers. Manby said this was to keep the customers alerted as to what is forthcoming and at the same time to find out what their needs are.

John Crosby as Host

John Crosby, whose nationally syndicated television and radio column has reported and reviewed broadcasting's activities for 11 years, has been signed as host of CBS Television's "The Seven Lively Arts," the series which begins next fall.

New La Rosa Series

Julius La Rosa will star in a new 13-week NBC-TV Saturday night musical - variety series June 15 through Sept. 7 (8-9 P.M., EDT, in color and black and white. It will be the summer replacement for "The Perry Como Show."

Set Telemeter

(Continued from page 1)

ly be held in the Paramount Building will include the same equipment as we had in California—a studio for origination, a distribution system and a home television hook-up," MacNamara said. He added that at present the estimated cost to exhibitor for installation of the Electronic Theatre "is pro-rated at $100 per seat."

The California exhibit of the Electronic Theatre took place last March, and the apparatus used in the two-hour demonstration differed in three respects from that which was installed in Palm Springs for the Telemeter test. The new apparatus provides the subscriber with a choice of three programs instead of one; the new coin box enables a subscriber to build up a money credit for future use, and by turning a dial the subscriber can tune in the voice of a "barker" which will tell him what attractions are forthcoming, what time and what price.

Will Study Arguments On TV Fee: Petrillo

Arguments advanced by Los Angeles Local No. 47, American Federation of Musicians, regarding the five per cent fee paid by television film producers into the music performers trust fund, will receive serious consideration in forthcoming contract discussions, James C. Petrillo, AFM president, said here yesterday.

Representatives of Local 47 met here this week with AFM's executives in an attempt to heal difficulties between the Los Angeles group and the parent union. Attending the conferences were Eliot Daniel, Local 47 president, John Tranchitella, vice-president; Dale Brown, director, and Charyll Butterman and Ray Menhennick.

In his announcement here, Petrillo said there would be further talks concerning any problems which Local 47 wishes to discuss. The Los Angeles group told the AFM head that due to the approaching bargaining with show makers, it was urging active participation by film studio musician spokesmen in the Federation contract discussions. Petrillo said that these suggestions would be given serious consideration.

New O'Connell Show

Singer Helen O'Connell will head her own musical program, "The Helen O'Connell Show," Wednesdays and Fridays, 7:30-7:45 P.M., EDT, starting May 29 on NBC Television. The series will continue through September 6. Miss O'Connell will also continue her regular appearances on NBC-TV's "Today."

DISPLAY . . .

that function keys the entire physical makeup of MOTION PICTURE DAILY.

Typographically—to display the news, reviews, special columns of brief reports, of opinion and comment for easy, fast selection . . .

Schematically—to display advertising *dominantly*. In MOTION PICTURE DAILY, typography and makeup collaborate to give the advertiser's own copy and layout their full intended impact.

Editorial columns adjoin to attract readership to his message—but with no jammed hodge-podge of type that competes with the advertiser's message for the eye and mind of the reader.

ORDERLY DISPLAY of editorial matter, reporting ALL the news that IS news, concisely, to the point; *DOMINANT* DISPLAY of advertising—

these are hallmarks of MOTION PICTURE DAILY leadership as a *newspaper* and *advertising medium*.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

A LANDMARK

For those of us who have spent a lifetime in this industry, there are four or five pictures which have stood out over the years as landmarks.

Last week, together with my friends at United Artists, I saw a motion picture in that select category.

There has never been a picture which surpasses THE PRIDE AND THE PASSION for size and entertainment and box office potential.

I am delighted to give the industry this exciting and happy news.

George J. Schaefer

GEORGE J. SCHAEFER

Watch for the sales policy announcement forthcoming from William J. Heineman of United Artists.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 81, NO. 102 — NEW YORK, U.S.A., MONDAY, MAY 27, 1957 — TEN CENTS

or FCC

Anti-Pay-TV Group Plans New Filing

Harling, Rembusch Ready Data for New Statement

From THE DAILY Bureau

WASHINGTON, May 26 — There a "good possibility" that the Comittee Against Pay-As-You-See Tele-ision will file additional comments nswering the Federal Communica-on Commission's questions on the onditions and value of subscription levision tests, according to Marcus ohn, attorney for the Committee.

Cohn said that the co-chairmen of e committee, Philip F. Harling and rueman T. Rembusch, are preparing aterial for presentation.

Meanwhile, another attorney in-

(*Continued on page* 10)

No Plans for Toll TV Action by House Unit

From THE DAILY Bureau

WASHINGTON, May 26 — House ommerce Committee chairman Hars (D., Ark.) said he had no plans r any toll TV action by his comittee, pending further Federal Comunications Commission decisions.

The FCC late Thursday announced felt it had legal authority to okay

(*Continued on page* 10)

Kerasotes a Speaker At Tenn. TOA Meet

Special to THE DAILY

NASHVILLE, May 26.—A talk on e outlook for the present day moon picture theatre by George Keratotes of Springfield, Ill., vice-presient of Theatre Owners of America,

(*Continued on page* 7)

Television Today Page 10

Johnston Launches Golden Jubilee At Luncheon Here Tomorrow

The Golden Jubilee of Motion Pictures will be launched here tomorrow by Eric Johnston, president of the Motion Picture Association of America, who will be a featured speaker at the Sales Executives Club luncheon at the Roosevelt Hotel here.

All branches of the motion picture industry are participating in this industry promotion. Some 50 industry leaders, representing the major producers and distributors, exhibitor association heads, theatre circuit chiefs and several leading actors and actresses will be on the dais of the luncheon meeting.

Each of the major producing-distributing companies has prepared an exhibit of its latest release. It is proposed that the exhibits will be used

(*Continued on page* 7)

Operation Moviegoing Set on Radio June 17

The industry business building group will launch its "operation moviegoing" radio campaign on June 17 in at least two cities for a duration of eight weeks, it was announced here by the Motion Picture Association of America at the weekend.

The decision to launch the radio spot campaign, as one phase of the industry program designed to stimulate box office attendance, was made at a Harvard Club luncheon here at-

(*Continued on page* 9)

New Faces a 'Must,' Kazan, Schulberg Say

The motion picture industry must develop and feature more "new faces" for the screen and tackle more original themes if it is to meet the competition of TV sufficiently. So said producer-director Elias Kazan and writer Budd Schulberg at a join press conference at the Warner Bros. home office here Friday.

The two men recently finished pro-

(*Continued on page* 2)

Plan Extended Benefits At Rogers Hospital

Announcement of new plans to extend the benefits of the Will Rogers Memorial Hospital and Research Laboratories at Saranac Lake, N. Y., to an increased number of industry people will be made during the annual visit of the hospital board of directors and guests to the institution, June 21-22, Abe Montague, president, disclosed on Friday.

This year, exhibition and distribution representatives from all 32 exchange areas will be invited to join the directors on the annual visit. Ma-

(*Continued on page* 7)

EDITORIAL

The News Is Good

By Sherwin Kane

THE news of the industry last week, on the current fiscal side and the outlook for the future, was uniformly good. The fact that so much of it "broke" within a period of a few days gave it an impact that financial, news and other observation posts couldn't have escaped had they wanted to.

The week opened with the latest "progress report" of Arthur Krim, United Artists president, on the substantial increase in his company's gross business in the first 19 weeks of 1957, with indications pointing to further gains over the remainder of the year due to an increase in the number of top quality productions to be placed on the market.

Next came the reports of Spyros Skouras and Leonard Goldenson to the annual meetings of 20th Century-Fox and American Broadcasting-Paramount Theatres stockholders, respectively. Skouras cited earnings for the first quarter more than five times those of the corresponding

(*Continued on page* 9)

UATC, 5 Others

Large Circuit Merger Seen Before Fall

Report on Consolidation In Hands of Attorneys

By LESTER DINOFF

A merging of all United Artists Theatre Corp. interests with at least five other circuits is expected to take place by late summer as "a committee of three" has completed its consolidation report and turned it over to attorneys for action, it was learned here last week.

Methods of merging the UATC, Skouras Theatres, Rowley - United Theatres, United California Theatres, Randforce Theatres, and Prudential Theatres have been considered by the "committee of three"—Joseph Seider,

(*Continued on page* 7)

SBA Approves $10,000 Loan to Miss. Theatre

From THE DAILY Bureau

WASHINGTON, May 26 — The Small Business Administration has approved a loan of $10,000 to the Melroy Theatre in Taylorsville, Miss.

At the same time, SBA reported that it had turned down an application for a $15,500 loan from a North Carolina theatre.

The Melroy loan is the third granted by SBA since it announced last Fall that theatres would be eligible for such loans. To date SBA has turned down seven applications and still has one pending.

Exhibitors have been complaining that SBA has been too restrictive in its theatre loan policies and have been seeking various ways through which SBA could relax its restrictions.

July 1 Now Is the Date For Goldwyn Suit Trial

Special to THE DAILY

SAN FRANCISCO, May 26—What may be the last postponement in Samuel Goldwyn's anti-trust suit trial against Fox West Coast Theatres and others was announced on Friday for

(*Continued on page* 7)

PERSONAL MENTION

JEROME PICKMAN, Paramount director of advertising-publicity, will return to New York today from London.

•

Thomas F. O'Neil, chairman of the board of RKO Teleradio Pictures, and Walter Branson, RKO Radio vice-president in charge of worldwide distribution, will arrive in London this week from the Continent.

•

Ralph Wheelwright, assistant to Howard Strickling, advertising-publicity head at the M-G-M studios, returned to the Coast from New York on Friday.

•

Sheldon Roskin, Columbia Pictures publicist, and Mrs. Roskin left here at the weekend for a vacation in Florida and Cuba.

•

Barbara Livingston, daughter of Milt Livingston, trade press contact here for Universal Pictures, was honored by her family and friends on Friday with a "sweet 16 party" at the Village Barn.

•

Henry Germaine, Paramount branch manager in New Haven, has returned there from New York.

•

I. H. Prinzmetal, Hollywood film attorney, left here yesterday for London via B.O.A.C.

•

Harold H. Brown, president of United Detroit Theatres, has returned to the automobile city from Chicago.

•

Janice Anderson, of the M-G-M Eastern story department, was married to Joseph Diaz on Saturday at the Levittown Baptist Church.

•

Harry F. Shaw, division manager at New Haven, Conn., for Loew's-Poli New England Theatres, will return there with Mrs. Shaw, tomorrow from Ecuador.

•

Harry Vincent, manager for Florida State Theatres in Sarasota, and with the company for 38 years, has retired and has been succeeded by Carlton Bowden, of Lakeland.

•

Mary Q. Berstrum, of Republic, Wash., has announced her marriage to Robert E. Pipkin, manager of the Selma Theatre there.

ELIA KAZAN, (left) and Budd Schulberg, as they spoke at a press conference on Friday.

'New Faces' Termed 'Must'

(*Continued from page 1*)

duction of "A Face in the Crowd" for Warners—a film which they believe fills the needs mentioned. Its subject, they pointed out, is an attack on TV and Madison Avenue huckstering techniques, and it introduces a new star in Andy Griffith, "refurbishes" an older one in Patricia Neal, and gives a chance to several other talented players.

Both Kazan and Schulberg admitted there is a considerable financial risk in bringing new faces and unconventional themes to the screen. But it is necessary to try, Kazan said, if motion pictures are to provide a different type of entertainment from that available on TV.

"A Face in the Crowd," which has some 80 sets, was filmed in the East, and Kazan said it proves that the production facilities available in New York are equal to those of Hollywood—except, of course, for the big, "spectacular" films. One thing Kazan particularly likes about New York is the "reservoir" of new acting talent it provides. The most important star discoveries of the past few years have all come from this city, he asserted.

While he envisions no "major trend" to production in the East at present, he believes more and more producers will come here as it proves more feasible. He added that present activity in New York indicates a "healthy, minor trend."

Both Kazan and Schulberg said they enjoy working for Warners because of the free hand they are allowed in all phases of film-making, right down to the final cutting of the picture.

Walter Brooks Authors 'Attack on Decency'

Walter Brooks, director of the Managers Round Table department of "Motion Picture Herald", is the author of "The Attack on Decency," a feature illustrated article in the June issue of The American Legion Magazine, just out.

Brooks' article points up the availability of an increasing volume of off-color photography magazines, pornographic literature and films, due largely, he contends, to recent court rulings. He concludes that remedial action is the responsibility of parents.

Elmer Aneser, 49

Funeral services for Elmer Aneser, 49, brother of Kenneth Aneser, of Warner Bros. home office advertising department, will be held today at the Urban Funeral Home in Woodside, Queens. Elmer Aneser died suddenly of a heart attack Thursday night at his home in Kew Gardens.

SAG's TV 'Residuals' $960,950 for 6 Months

From THE DAILY Bureau

HOLLYWOOD, May 26. – The Screen Actors Guild, in the six-month period ended April 30, collected and distributed to its members $960,950 in residual payments on television entertainment films, it has been disclosed in the guild's newsletter.

Collections since the inception of the current guild contract, the newsletter added, total $3,336,901. These figures, it was pointed out, do not include payments on filmed television commercials.

Correction

Motion Picture Daily on Friday inadvertently identified the Stanley Warner Oritani Theatre, Hackensack, N. J., as a Skouras house, in reporting the voting of the annual Quigley Grand Award for showmanship in small situations to Mrs. Diane Gordon, manager of the SW theatre.

. . . NEWS ROUNDUP

Cannon 'Star' in 'Pride' Ads

The ancient and massive 40-foo cannon which figures importantly i Stanley Kramer's "The Pride and th Passion" will also figure importantl in the advertisements planned for th film by United Artists which will appear in 20 national magazines an trade publications with an estimate combined readership of 18,000,000 The picture, filmed on location i Spain, is scheduled for its first engagement late next month.

■

TV-Radio Drive for 'Fire'

Columbia Pictures has retained TV Movie News Service to place "Fir Down Below" material on televisio and radio in a campaign that will ru until August 10. Two five-minute featurettes which were made while "Fir Down Below" was on location i Trinidad will play an important rol in the promotion. TV-Movie New Service expects to secure between 34 to 425 airings for the films, "A Da with Rita" and "Calypsoland."

■

Eight to Tour for WB

Eight personalities involved in th production of two of Warner Bros. upcoming releases—Elia Kazan's "A Face in the Crowd" and Jack Webb' "The D.I."—have been set by Warners for an extensive series of appearances on television and radi shows. They include Kazan, And Griffith, Budd Schulberg, Lee Remick and Tom Glazer for "A Face in th Crowd," and Webb, Jackie Loughery and Monica Lewis for "The D.I."

■

Soviet Film Booked

"The Forty-First," the Soviet colo film which won the special award fo "best scenario, quality and grandeur" at the 1957 Cannes Film Festival, wil have its American premiere on June 15 at the Cameo Theatre here, it was announced by Artkino Pictures, its American distributors.

■

Name Dwore to Buy-Book

Sid Dwore, who operates the Cameo in Schenectady, N. Y., has been engaged by Joseph Warren to buy and book the new 1000-car Super 50 Drive-in, near Ballston Spa. The theatre opened on May 15.

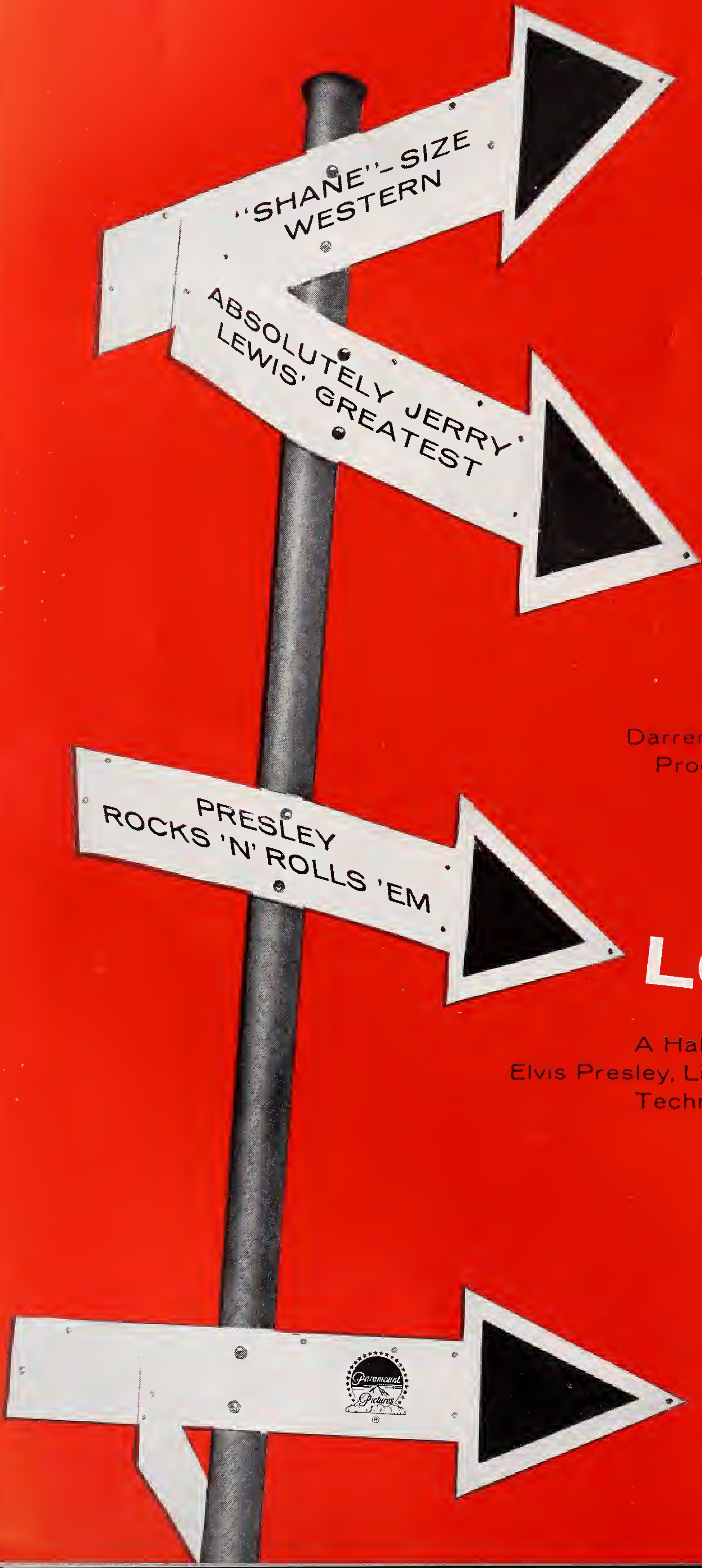
MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

NOW IS THE TIME TO DIRECT YOUR AGGRESSIVE
SHOWMANSHIP TO THE BIG-MONEY ATTRACTIONS

MMEDIATELY AHEAD

FROM

PARAMOUNT
TO A BOXOFFICE
HOT SUMMER


"SHANE"-SIZE WESTERN
ABSOLUTELY JERRY LEWIS' GREATEST
PRESLEY ROCKS 'N' ROLLS 'EM
Paramount Pictures

GUNFIGHT AT

BEA

THE

THE DELICATE

Jerry Lewis,
Darren McGavin, Martha Hyer
Produced by Jerry Lewis.
VistaVision®

LOVING YOU

A Hal Wallis Production
Elvis Presley, Lizabeth Scott, Wendell Corey
Technicolor® VistaVision®

OM

AND THIS WAY TO THE

THE O.K. CORRAL

A Hal Wallis Production. Burt Lancaster, Kirk Douglas
Rhonda Fleming, Jo Van Fleet, John Ireland.
Technicolor® VistaVision®

THE STORY OF FABULOUS JIMMY WALKER . . . MAYOR OF NEW YORK
PALANCE AND PERKINS IN GUNSLINGING ACTION
LOVER—ADVENTURER—WARRIOR

U JAMES

Bob Hope, Vera Miles,
Paul Douglas, Alexis Smith, Darren McGavin.
Guest stars, George Jessel, Walter Catlett.
Technicolor® VistaVision®

LONELY MAN

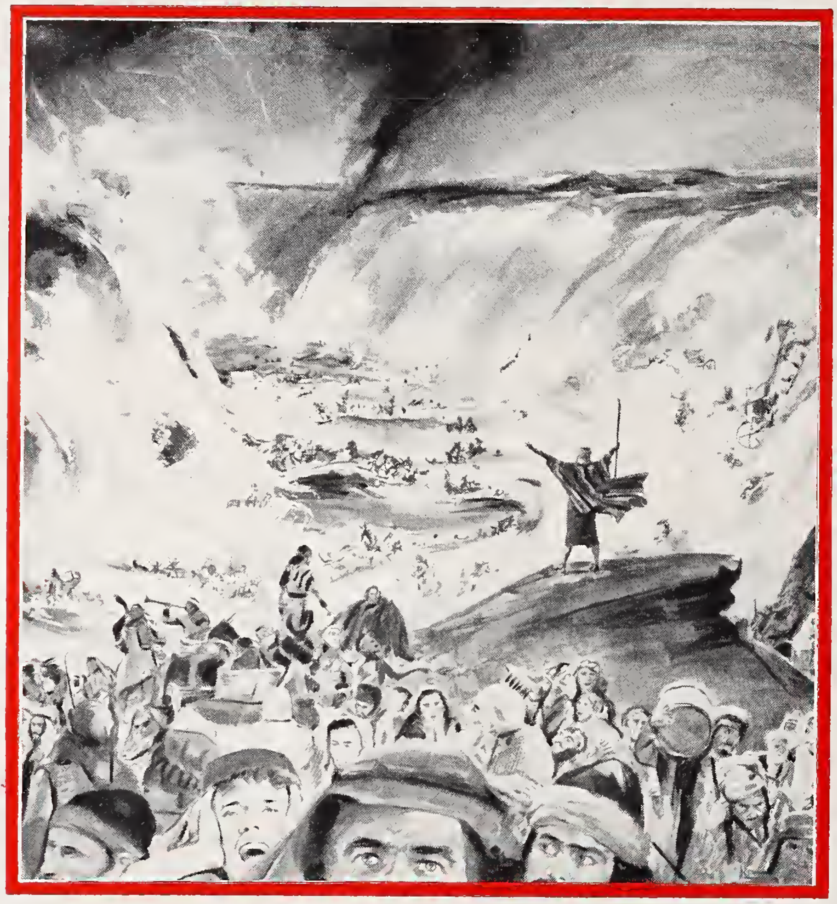
Jack Palance, Anthony Perkins,
Neville Brand, Robert Middleton, Elaine Aiken.
VistaVision®

DELINQUENT

AR KHAYYAM

Cornel Wilde, Michael Rennie, Debra Paget,
John Derek, Raymond Massey, Yma Sumac.
Technicolor® VistaVision®

GREATEST GROSSER OF ALL TIME . . .



CECIL B. DEMILLE'S
PRODUCTION

THE TEN COMMANDMENTS

Technicolor® VistaVision®

The success story of the attraction that critics, public and exhibitors call "the pinnacle of all motion pictures" continues to grow day by day as DeMille's masterpiece attains grosses and runs never equalled. It has long since established a boxoffice pace in excess of the previous all-time champion. Its power at the boxoffice has simply never been matched. And every new engagement proves just that.

Golden Jubilee

(*Continued from page* 1)

as a traveling unit so that this Golden Jubilee kickoff event may be put on in key cities throughout the United States.

This is one of the first steps in the joint exhibitor - producer - distributor business building program.

Dais List Impressive

Among those on the dais will be John W. Hubbell, president-elect of the Sales Executives Club; Claude F. Lee, toast master; Charles A. Alicoate, Robert S. Benjamin, Theodore R. Black, Harry Brandt, Benjamin Cohen, Wolfe Cohen, Robert W. Coyne, Ned E. Depinet, Jay Emanuel, Leopold Friedman, Leonard H. Goldenson, Morey Goldstein, Roy Haines, Earle W. Hammons, William J. Heineman, Lacy Kastner, Harold Klein, Arthur B. Krim, Mrs. Chick Lewis, Arthur M. Loew, Frank McCarthy, Benjamin Melniker, W. C. Michel, Abe Montague, Edward Morey, John J. O'Connor, Martin Quigley, Paul J. Quinn, Milton R. Rackmil, Charles M. Reagan, Elmer C. Rhoden, Norton V. Ritchey, Herman Robbins, Abe Schneider, Sol A. Schwartz, Ben Shlyen, Murray Silverstone, Solomon M. Strausberg and Mo Wax.

Plan More Benefits

(*Continued from page* 1)

jor companies will bring in their branch managers, who make up the 1957 distributor committee.

The party will leave New York by special train the day after the testimonial dinner to Montague on the 19th. After spending June 21 at the hospital members of the group will be taken to Herman Robbins' Edgewater Motel at nearby Schroon Lake, where they will be weekend guests of Robbins and his sons, Allen, Burton and Norman. The annual meeting of the hospital's board of directors will be held at Edgewater Motel on June 22. The party will return to New York June 23.

Exhibition Committee For Montague Fete Set

A committee of leaders in motion picture exhibition has been named to participate in the Will Rogers Memorial Hospital testimonial to its president, A. Montague, it has been announced by Harry Brandt, general chairman of the dinner event, which is scheduled at the Waldorf-Astoria on June 19.

Named to the exhibition committee were Walter Branson, Max A. Cohen, Tom Connors, Russell Downing, Jay Emanuel, Gus Eyssell, S. H. Fabian, Leopold Friedman, Harry Kalmine, Eugene Picker, Walter Reade, Jr., Samuel Rinzler, Samuel Rosen, John H. Rowley, Leslie Schwartz, Sol Schwartz, Gerald Shea, Rube Shor, M. A. Silver, Sam Switow, Morton Thalhimer and William White.

REVIEWS:

The D.I.

Warner Bros.

THE TRAINING of the United States Marine Corps has been a topic close to the top level of public consciousness since several recruits were drowned during a night march at the Parris Island boot camp some months ago. Here is a definitive picture about that program produced and directed by Jack Webb in the semi-documentary style which brought him fame as Sergeant Friday.

Here he is a sergeant, too, but a Marine sergeant and of that special breed known to the Corps as a D.I.—drill instructor, the stony-faced, seemingly heartless machine who in 12 weeks turns raw recruits into tough, proud, skilled fighting units in the United States Marines. To give dramatic validity the picture is built around the story of one boy, played by Don Dubbins, spoiled and confused, whom Webb and the program build into a responsible man. Also there is a girl, Jackie Loughery, present mostly as a foil to bring out Webb's humanity. But generally the picture is a detailed analysis of how the Marine training program works and why. And at times it is a very perceptive analysis.

Throughout there is an air of authenticity and realism which is the key to Webb's technique and which in the past has contributed so much to his success. This is heightened by the use of new players and by the extensive use of regular Marines as extras. Webb himself is of course entirely credible as he is in all his roles because of his extraordinary attention to detail.

An extra exploitable feature is the appearance of Monica Lewis as a night club entertainer singing a new song "Somebody Else Will" to great effect, a fact which Warners is planning to exploit on the record and disc jockey circuit. Also, of course, there is available for exploitation use the full backing of the Marine Corps.

Running time, 106 minutes. General classification. Release date, June 22.

JAMES D. IVERS

The Wayward Bus

20th Century-Fox—CinemaScope

JOHN STEINBECK'S racy novel, "The Wayward Bus" has at long last reached the screen—in a considerably and appropriately expurgated form. The numerous romantic entanglements are still there, but all save one are now quite chaste. The single exception is the illicit interlude between the bus driver and the spoiled society girl, and it is treated with circumspection on the screen.

Otherwise, the Steinbeck original seems sufficiently intact and makes for a fairly interesting story about a motley group of characters who take a somewhat precarious bus ride together. Joan Collins, Jayne Mansfield, and Dan Dailey are the principal names for the marquee. Given a hard push at the start, "The Wayward Bus" should do well enough at most box offices.

The plot derives from the "Grand Hotel" school; circumstance brings a number of strangers together in one place for a few hours where their lives connect briefly and then they part. The Steinbeck characters meet on a ramshackle bus which makes an out-of-the-way run between a small California town and San Juan.

The people are the usual varied lot: Miss Mansfield plays a blonde of dubious reputation who wants to become respectable; Dailey is a wise-cracking salesman; Dolores Michael is a society girl on an enforced vacation with her neurotic parents—a shrewish wife and her browbeaten husband. There are also, in addition to the bus driver, whom Rick Jason plays, a couple of teen-agers and a cantankerous old man. Miss Collins plays the wife of Jason—an alcoholic whom he has left after a quarrel at the start of the film and with whom he is reconciled at the end.

Most of the picture is concerned with the bus trip, and there are two melodramatic highlights in a couple of near accidents caused, first, by a landslide and, later, by a washed-out bridge. The rest of the time is devoted to romance, which now blossoms and then fades, and to a great deal of talk—some humorous, some serious.

This film was produced by Charles Brackett and directed by Victor Vicas. The screen play was written by Ivan Moffat.

Running time, 89 minutes. Adult classification. Release, in June.

RICHARD GERTNER

Large Circuits

(*Continued from page* 1)

Edward Rowly and Ben Buttenwiser —since early 1956.

According to one of the circuit executives, an economic and preliminary legal study of the integration of the circuits into one huge operation has already been completed and lawyers have it. The discussions between UATC, which is headed by president George P. Skouras, and Skouras Theatres, headed by Spyros S. Skouras, have been going on for some time on this matter, it was also said.

Would Comprise 400 Theatres

Out of this program to merge all the circuits into one large operation across the nation would result a theatre circuit encompassing close to 400 theatres. It was pointed out that a combination of all interests of UATC, Skouras Theatres, Rowley - United Theatres of Texas, United California and Randforce would bring about a theatre operation totaling close to 357 theatres. The 1957 Motion Picture Almanac shows that UATC owns, operates or leases 40 houses; Skouras, 50; Rowley-United, 147; United California, 89; and Randforce, 31 theatres. Prudential has 58 theatres.

UATC Has Many Interests

UATC also has extensive exhibition interests in Metropolitan Playhouses and Penn Federal Enterprises. The circuit is also financially active in Magna Theatre Corp. and Todd-AO Corp., the licensed producers to make motion pictures in the Todd-AO process and distribute Todd-AO motion picture theatre equipment.

Kerasotes Speaker

(*Continued from page* 1)

will feature the annual convention of Tennessee Theatre Owners Association at the Hermitage Hotel here on Tuesday.

Other speakers will include Norris Hadaway of Wilby-Kincey Theatres on "Advertising and Public Relations;" Mike Simons of M-G-M on "The Importance of the Motion Picture Theatre in Your Town," and George Roscoe, TOA field representative, on "Cable Television vs. Theatres." In addition, Walter Morris of Knoxville will speak on art and foreign films, and John Link of Crescent Amusement Co. on concessions.

An open forum will be held and officers will be elected. J. Morton Tune, president, will preside.

Goldwyn Suit Trial

(*Continued from page* 1)

the action originally filed in 1950. The delay was caused by U. S. Judge Edward P. Murphy's crowded calendar as well as other court cases now being argued by Joseph L. Alioto, attorney for Goldwyn, and Arthur B. Dunne, representing Fox West Coast and half a dozen other exhibitor defendents.

July 1 was tentatively set for the start of the trial.

PEOPLE

Eric Johnston, president of the Motion Picture Association of America, and Mrs. **Johnston** will be luncheon guests today of President and **Mrs.** Eisenhower at the White House.

☐

Allen M. Widem, film commentator for the "Hartford Times," has returned there from Hollywood after finishing a two-week acting assignment in "Teacher's Pet," Perlberg-Seaton production for Paramount release.

☐

E. J. Hinge, vice-president of Cinematograph Exhibitors Association, and **Ellis Pinkney**, general secretary, will represent the association at the next meeting of the Union Internationale de l'Exploitation Cinematographique to be held at The Hague on June 18 and 19.

☐

Martin Heller, attorney formerly with RKO Radio and American Broadcasting-Paramount Theatres, has joined the M-G-M home office legal department under **Ben Melniker**, vice-president and general counsel.

☐

Orville Crouch, Eastern division manager of Loew's Theatres, has been named chairman of the Washington Summer Jubilee campaign, designed to encourage more people to visit the Capital during the summer.

☐

Frederick Forges has been elected president of the Hollywood Foreign Press Association, succeeding **Henry** Gris. Other officers are: **Nora Laing**, vice-president; Terry **Elman**, treasurer, and **Joseph** B. **Polonsky**, secretary.

☐

Rudy Norton, Cleveland distribution veteran, has been named manager of the Imperial Pictures exchange there.

☐

Joe Vleck, head of the special films department of Fox Intermountain Theatres and manager of the Esquire Theatre, Denver, has been named managing director of the Tabor Theatre there, which is being reopened for a run of "Around the World in 80 Days."

☐

Joseph J. Laub, formerly assistant general counsel for RKO Radio Pictures, has become associated with the legal department of Walt Disney Productions, in the New York office.

'Third Key' to Bow

The Rank Organization's "The Third Key" will open at the Sutton Theatre next Sunday.

FEATURE REVIEWS

The Restless Breed

20th Century-Fox

You may mark this as a restless Western, adorned by novelties of plot and character, by artful photography, direction, sets and use of color, and by consequent changes of mood. It is virtually unadorned by humor, adorned only slightly by the feminine sex, and is always moving toward the climax of battle and gunsmoke from which the hero emerges, alone.

Scott Brady, in this "legend" of the Southwest, is a lawyer and also a Secret Service man's son. When the picture opens, informed of his father's death by ambush, he thereafter is obsessed with revenge. He descends incognito upon the Texas town where it happened — a desperado's town—and by bulling his way with a fast, accurate gun, immediately establishes himself as a reckless gunfighter. Rhys Williams, law-and-order leader, pious, and sententious, a "reverend" and host to Brady's late father, at first with other citizens welcomes Brady, then reviles him for what seems to be senseless killing. Anne Bancroft welcomes him and remains a welcomer.

As the reverend's ward, she also remains a target for his jealousy and ceaseless preachments against Brad. This all is resolved when Secret Service marshal Jay C. Flippen comes to town, also to avenge Brady's father. There is a general exchange of identities, and rejoicing that Brady is not a mere killer, some recriminations (Flippen attempts to restrain Brady), and then the gunplay. For by this time, Jim Davis, chief killer, and his henchmen have ridden into town. They kill Flippen but Brady kills them.

Edward Alperson is the producer, Ace Herman the associate producer, and Richard Einfeld is listed as production executive. Allan Dwan directed and was assisted by Lee William Lukather. They worked from a screenplay by Steve Fisher.

Running time, 81 minutes. General classification. Release, in May.

Floyd E. Stone

Let's Be Happy

Allied Artists—CinemaScope

Hollywood, May 26

The pairing of the names of Tony Martin and Vera-Ellen on a marquee is notification world around that song and dance are being made available to the observer interested in those articles of entertainment. And when the billing adds the important information that they are to be had in the size and shape of CinemaScope and the magnificence of Technicolor, a strong case has been made for the box office success of the attraction—in this instance, "Let's Be Happy." It is clarion clear to the observer of such billing that the production is light in subject matter, bright of manner, gay in deportment and designed strictly for persons prepared for pleasantry, rather than plot, for smiles, rather than suspense. And this production by Marcel Hellman bears out the promise of that billing.

The screenplay by Diana Morgan and Dorothy Cooper, based on a stage play by Aimee Stuart called "Jeannie," opens in a Vermont village, where Vera - Ellen discovers she is heiress to nearly $5,000, which she determines forthwith to spend on a visit to Scotland. The picture ends in Vermont, also, where she (Vera-Ellen as Jeannie) returns after spending her inheritance on her visit to Scotland. In between these sequences in Vermont, which are fractional, the screenplay conducts Jeannie to Scotland via Paris by plane and train with an American named Stanley Smith, played by Martin, and a British Lord named MacNairn, played by Robert Flemyng, competing for her hand in matrimony. The outcome's never in doubt, but this is beside the point.

Five songs by Nicholas Brodszky and Paul Francis Webster are presented in the course of the proceedings with Martin giving his share of them the full Martin treatment, and with Vera-Ellen doing a bit of the singing as well as contributing her Terpsichorean artistry. Outstanding on the music side of the picture is a spectacularly colorful precision ballet staged by Pauline Grant, which comes late in the production. Support is provided by a large cast headed by Zena Marshall, Guy Middleton and Katherine Kath. The picture was directed by Henry Levin.

Running time, 93 minutes. General classification. Release, in May.

William R. Weaver

The 27th Day

Columbia

An interesting fantasy about the possibility of future world peace, "The 27th Day" packs no real punch because it is weighed down by a plethora of dialogue and an unnecessary love story. It starts off well enough but the noticeable lack of thrills or excitement despite an inherently suspenseful idea, dissipates the basic attributes.

The story begins with five unrelated people from different parts of the world brought mysteriously to a space ship far removed from the earth. Their host tells them he comes from a universe which is dying and his people need a new planet upon which to live. Inasmuch as the moral code of his people will not permit them to destroy intelligent life and the people on earth seem determined to destroy themselves, he gives them each a weapon powerful enough to decimate human life but not the planet. The weapon is three capsules which become powerless after 27 days and if any of the five die, his becomes useless.

Each returns to his native country the U. S., England, Germany, China and behind the Iron Curtain. The Chinese girl kills herself and the English girl throws her capsules into the channel but is so frightened that she flees to America and her male counterpart. The man from the other planet then tells the whole world of his plan and the five unwitting accomplices hoping thereby to create havoc and destruction. In the end, however, the enemies of peace are destroyed and the people of the other universe invited to earth to live.

The cast is good, especially Valerie French as the English girl and Gorge Voskovec as the scientist. Gene Barry plays the American and Arnold Moss the leader from outer space. Lewis J. Rachmil was executive producer of this Romson production, Helen Ainsworth producer and William Asher director. John Mantley based the screenplay on his novel. Running time, 75 minutes. General classification. Release, in July.

Jay Remer

Press Meets New Fox French Star

Danish pastry and coffee, coupled with small chit-chat among the trade and lay-press highlighted an interview which 20th Century-Fox scheduled on Friday morning to introduce Christine Carere, the 18-year-old French actress, who has been signed for the starring role in the company's CinemaScope production of "A Certain Smile."

Miss Carere, pert, diminutive and ill at ease due to limited knowledge of the English language, arrived almost an hour late for her interview. Representatives of the film company's publicity staff said that her plane was delayed.

The coffee—always a happy thought to brace up people who do not eat breakfast, was more successful than the chit - chat in whiling away the time.

One in 10,000, Says Fox

Miss Carere's charm, when she arrived, made it worth-while. The young French performer, dressed in a cute—and tight—blue outfit, said that she has been selected by the producer and director of "A Certain Smile," Henry Ephron and Jean Negulesco following a test in Europe for the role. She and the 20th-Fox publicity man said that more than 10,000 girls were interviewed and tested for the part in the Francoise Sagan novel. The other 9,999 needn't have tried.

'Wonders' Leaves Dallas

DALLAS, Tex., May 26 — After 755 performances in 56 weeks, "Seven Wonders of the World" made its exit from the Melba Theatre here. The theatre will remain dark until Cinerama's fourth feature "Search for Paradise" is ready.

REVIEWS

The Monster That Challenged the World

United Artists

The abundance of science-fiction monster pictures currently being shown on the nation's screens is augmented by this better-than-average attraction that should amply fill the craving for such fare if appetites have not already been sated. This "monster" has the advantage of a good script and direction.

In the Salton Sea in California, where the Navy practices maneuvers, some sailors are found dead, totally deformed and shrivelled up, following an earthquake. Some marine excretion is discovered and found to be radioactive. Although Naval Intelligence prohibits swimming in the area, two more people are missing and divers from the laboratory are sent down. They find a mutilated body and a giant, radioactive sac which is brought up. It proves to be the egg of some prehistoric creature related to the mollusk that sucks the very life from its victims.

Not knowing how many of these creatures or eggs are still wandering or hatching below the surface of the water and realizing they could escape through the waterways and destroy all life on earth, a search is begun for the pool where they have nested. Eventually their hiding place is discovered and depth charges remove their potential terror.

Tim Holt, absent from the screen for several years since his Western days, plays the hero, an Intelligence officer, and Audrey Dalton provides the romance.

Arthur Gardner and Jules V. Levy co-produced, Arnold Laven directed and Pat Fielder wrote the screenplay from a story by David Duncan.

Running time, 83 minutes. General classification. Release, in June.

J. R.

The French They Are A Funny Race

Gaumont-Continental Distributing

Preston Sturges, who wrote and directed some of Hollywood's greatest comedies, is back in the saddle making films again, this time in France. "The French They Are a Funny Race," his first picture in too many years, shows that he still has a very sure sense of humor as well as the fact that he needs some kind of discipline to bring order out of a chaos of random comic elements. It is, however, by nature of subject matter and cast, a natural for the sophisticated art house trade.

Based on "The Notebooks of Major Thompson," a series of satiric essays by Pierre Daninos on the peculiarities of various French national traits as seen by an Englishman, the film also is a loosely tied collection of essays, some of which are hilarious and some of which are not. On the surface, it is the story of Major Thompson, wonderfully played by Jack Buchanan, who lives in Paris with his French wife, Martine Carol, and their young son.

With the aid of French character actor, Noel Noel, the major offers amusing views and commentary on the hazards of driving in France, on the amount of time taken up by shaking hands, on the labyrinth of French bureaucracy, on the French attitude towards love, and various other national pastimes. It's ironic that the film's funniest sequence has really nothing at all to do with the French, being a flash-back in which the major tells Miss Carol of his grim first marriage to an indomitable English horsewoman.

Sturges wrote and directed the Gaumont production produced by Alain Poire and Paul Wagner.

Running time, 105 minutes. General classification. Release, May 20.

Vincent Canby

EDITORIAL

(CONTINUED FROM PAGE 1)

period last year, and indicated that for the first half of the year profit should be almost double that of a year ago. He, too, looked to the future with confidence and promised exhibitors a larger number of first quality films.

Goldenson's report echoed a similar optimism, pointing to good results for the year to date and with further improvement in prospect for well into the summer.

Following that came the first-half report of Jack M. Warner, president of Warner Bros., revealing a huge earnings gain over the corresponding period of the last fiscal year, and the highly significant report of Joseph R. Vogel, president of Loew's, Inc., revealing the upturn in the fortunes of that company.

The Warner report was of special interest to the industry and the financial community because it covered the period which corresponded with the start of the new management administration headed by Warner, and the entry of the new investment interests of Serge Semenenko and associates. It was reassurance that the changes in majority stock ownership and the lull in production last summer belong to the past and that operations once more are on firm ground.

The industry has been aware for some time of the remarkable progress Vogel's program at Loew's has been making, both in elimination of waste, widespread operating improvements and sound innovations in production policy. His report to the New York Society of Security Analysts last week pinpointed the progress made and the promising outlook for the benefit of the financial community before whose representatives he was speaking.

IT IS TO BE HOPED and expected that the news from other leading companies within the industry will be as good in the coming weeks.

The snowballing of upbeat news of the motion picture comes at a time when its greatest competitor is headed for one of its weakest programming seasons from June into October. At the same time, the Hollywood release schedules are beginning to sparkle with their brightest attractions, in greatest number.

Further, in the offing is the imminent start of the industry's business building program, an inspired and determined effort to reawaken the public's interest in motion pictures and the theatre. It will be, it is hoped, but the beginning of a sustained campaign backed by increased numbers of pictures of superior quality which will insure continued good times for all of exhibition. Without prosperity for the theatres, the economic health of the industry remains in jeopardy.

That prosperity cannot be limited to seasons. It cannot be repeated too often that the theatres are in business 52 weeks of every year.

For now, the news is good. Let's keep it that way.

'Moviegoing'

(*Continued from page 1*)

tended by representatives of the MPAA advertising and publicity directors committee, exhibition and the Council of Motion Picture Organizations.

$5,000 Earmarked for Radio

The MPAA board of directors, at a meeting here last week, approved an initial $5,000 for the radio spot campaign as part of the overall $375,000 initial budget for the program, in which $100,000 will be paid for exclusively by the MPAA and the remaining $275,000 raised by exhibitor contributions and matched dollar for dollar by the MPAA.

Attending the luncheon meeting were Sid Seadler, chairman, Harry Goldberg, Harry Mandell, Ernest Emerling, Charles McCarthy, Jeff Livingston, Sidney Blumenstock, Taylor Mills, and Oliver Kingsbury of Donahue & Coe.

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Television Today

IN OUR VIEW

NETWORK brass of varying degrees of luster, as well as the lesser metals in the several related departments, are at the moment, and have been for a while now, knee-deep in program planning for the next Fall season. There is a deal of soul-searching, figure-examining and probably a goodly portion of just plain bird-watching going into the planning effort.

It is a good time for re-examination of a few elements of program pace and policy all the way down the line. Coincidentally, and opportunely, come to hand a few pertinent observations from diverse sources. Not too long ago up Boston way was held a conference on local public service programming.

•

Recurrent theme through the conference, expressed pointedly by speakers of different occupational persuasions, was that the American public is constantly athirst for greater knowledge. Perhaps it is too great a hope to accept television, in the words of one speaker, as "a mighty force capable of encouraging mankind to aspire toward loftier goals." That is a noble sentiment and perhaps is true in basic potential, but it goes a bit beyond reality. However, the vital point still remains that television is a powerful medium, a fact which must not be forgotten, but sometimes is.

In that connection the general conference feeling seems to have been, and quite rightly, that it is foolish, detrimental and wasteful of the potential to plan television programming with the 12 or 14-year-old mind as the prime target.

•

The plans of the networks are broad, interesting and to an extent exciting. With television viewers reported to have increased some 15 per cent in the past year, the program planners have vast encouragement to do bigger and better things in the coming year. Robert Sarnoff, NBC president, recently cited the fact that his network plans good program balance, emphasizing the fact that constant and careful study is going into the matter. Incidentally he answers the reported charge that NBC, and the other networks, are placing too much emphasis on six-guns and saddles on the one hand, and abdicating their creative function to outside packagers and producers, on the other.

Mr. Sarnoff cites the fact that NBC's own program development has been stepped up, with at least one-third of the shows now scheduled for next Fall in the NBC-produced category.

From Leonard Goldenson recently came assurance of new and interesting diversification of ABC-TV programs for the Fall, and he called attention to the planned changes by all networks in intended programs for the important evening hours of the week. A greater variety of television menu, a better balanced diet of shows, the deeper penetration of the medium into the lives of all viewers are part of the basic planning of all three networks.

And from the standpoint of television itself, and the good of the viewer, we say: "Long live at least three networks!" For in that competitive aspect lies progress—in every direction.

—*Charles S. Aaronson*

TV Academy Plans Membership Drive

Tex McCrary, chairman of the membership committee of the New York chapter of the Academy of Television Arts and Sciences, has called a series of three general membership meetings of the TV Academy, which will be held at 8:00 P.M. at the Waldorf-Astoria Hotel on Tuesday, May 28; Monday, June 3; and Thursday, June 13. Purpose of the meetings is to kick-off the Academy's annual membership drive.

Mark Goodson, recently elected chairman of the New York chapter, will introduce the new officers and board of governors to the membership at the May 28 meeting and will lead a discussion of the purposes and plans of the Academy in the coming year.

NTA Drops Financing Deal with Bache & Co.

National Telefilm Associates has secured interim private financing and withdrawn from its agreement with an underwriting group headed by Bache & Co., according to NTA president Ely A. Landau.

The television film distribution company entered into an agreement with Bache regarding the procurement of $7,500,000 through the conversion of notes or debentures to common stock. It is understood the temporary financing was received from Heller and Co.

Rooney Signs Five-Year Pact with CBS Television

Mickey Rooney has signed an exclusive five-year contract with CBS Television, it was announced at the weekend by Hubbell Robinson, Jr., CBS Television executive vice-president in charge of network programs. Under the terms of the contract, Rooney's television appearances will be exclusively on CBS Television but provisions of the agreement permit him to accept other engagements.

See Six Per Cent Gain In TV Revenue in '57

From THE DAILY Bureau

WASHINGTON, May 26 — The typical non-network American television station expects a six per cent gain in revenue and a three per cent rise in operating expenses in 1957, according to preliminary results of a survey recently conducted by the National Association of Radio and Television Broadcasters.

Almost 200 television stations were polled in the survey made by the NARTB's Employer-Employee Relations Department. The three networks and their owned and operated stations were not included in the survey.

The survey was based on broadcasters' own estimates of 1957 business compared with 1956 business, the NARTB said, with 80 per cent of those polled expecting an upturn in sales and about two-thirds anticipating higher costs.

See Smaller Cities Favored

Television stations located in markets of less than 100,000 population are counting on a much greater percentage of gain in sales than larger market stations, the association said. The smaller stations expect a 12 per cent gain, while the larger stations expect a four per cent increase.

According to NARTB president Harold E. Fellows, the greater gain expected by smaller market stations may be due to the fact that more of these stations have only recently come on the air and are still in the initial growth stage. Fellows also declared that some managements of the small-market stations expect that the increasing expenditures from national advertisers will be spread into smaller communities.

Name Kanaga President Of Gen'l Artists Corp.

Larry Kanaga, who resigned recently as vice-president of the RCA Record Division, will become president of General Artists Corp. on June 1, it was announced on Friday. Tom Rockwell, founder and president of G.A.C., will become board chairman.

Other top management and G.A.C. policies will remain unchanged, it was said. Milton Krasne continues as executive vice-president, and Arthur Weems as vice-president and general manager.

Anti-Pay-TV

(*Continued from page* 1)

volved in the toll-TV proceedings, interpreted the FCC action as a major victory for the groups fighting subscription television.

"The Commission went about as little forward in this proceeding as they possibly could have," he said. "They said they had the legal power to okay subscription television, but that was the only victory for the proponents. The commission expressed great doubts about the ultimate authorization of subscription television and even about an earlier test," he said.

The attorney said that "most important, we won in terms of time. The further off a final decision is, the better. The deadline for comments is July 8. With August being a vacation month, it will be well into September or October before the Commission begins to tackle the problem of test conditions."

No Plan for Toll TV

(*Continued from page* 1)

toll TV, and asked for additional information looking toward a trial demonstration.

Harris, who late last month sent the FCC a lengthy list of questions on toll TV, said he received a short answer from the commission Friday. That answer said the commission could not yet reply to Harris' questions, but hoped it would be able to do so after it got some of the additional information it said it wanted in the Thursday notice.

In his April letter, Harris had not only asked whether the commission had legal authority to okay toll TV, but also such questions as the type of service it would be classified as, whether the commission had power to control the sale or lease of decoders, whether free TV programs would be displaced, and the like.

Harris, who at one point had been talking about Commerce Committee hearings on the subject, said he is now "content to wait" to see what the FCC turns up in its request for additional information on the circumstances surrounding a proposed testing of toll TV.

'Bayou' to Open in N. O.

United Artists' "Bayou," which was filmed on location in Louisiana, will have its world premiere at the Saenger Theatre in New Orleans on Decoration Day. Governor Earl K. Long of Louisiana and Mayor de Lesseps Morrison of New Orleans will head a delegation of state and city officials participating in city - wide activities preceding the premiere.

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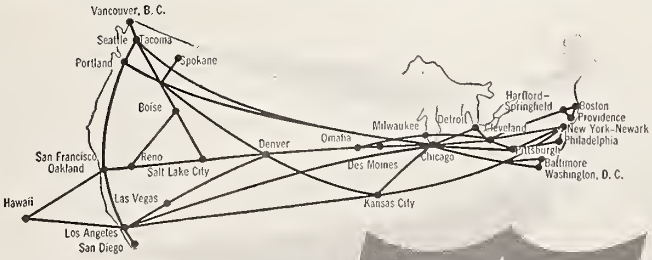
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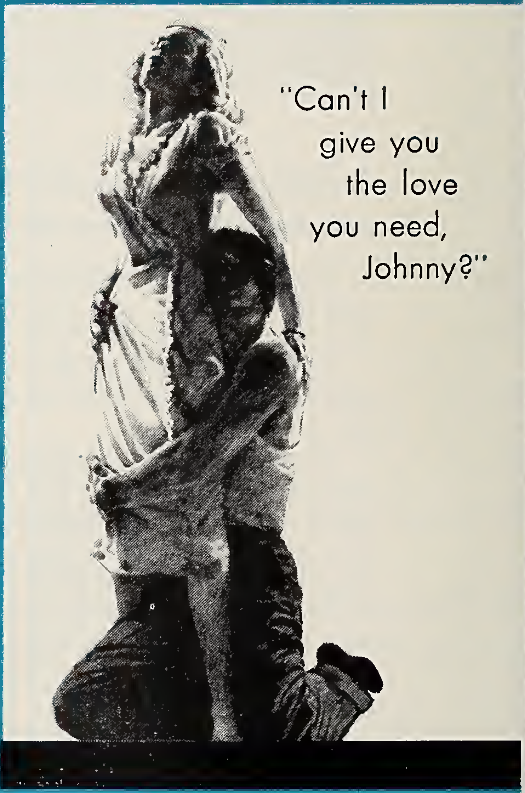
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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 81, NO. 103 NEW YORK, U.S.A., TUESDAY, MAY 28, 1957 TEN CENTS

Lawyers Speculate

Toll-TV Trial Now Believed Off Until 1958

Permanent Authorization Viewed as Two Years Away

By J. A. OTTEN

WASHINGTON, May 27 — A test of subscription television is almost certainly off now until after the first of the year, according to the best guessing of communications lawyers in Washington. And any proposal to authorize toll TV permanently is still a couple of years or more away, they believe.

They interpret the FCC action of last week asking additional information looking toward a trial test as a stalling device adapted as a middle ground to satisfy everyone. The extra

(*Continued on page* 5)

Elect Richard Brandt Trans-Lux Cos.' Head

The election of Richard P. Brandt to president of Trans-Lux Theatres Corp. and Trans-Lux Pictures Corp. has been announced by Percival E. Furber, chairman of the board and president of the Trans-Lux Corp.

Richard Brandt

Brandt, a member of the Trans-Lux organization since 1950, now supervises all facets of the television and motion picture divisions of the corporation.

Furber also announced the appoint-

(*Continued on page* 4)

Television Today Page 5

Exhibitor Film Financing Plan Presented In Texas; Reaction Described as 'Excellent'

The second regional meeting to explain the latest exhibitor film financing program in which Distributors Corp. of America would handle the release of the initial 16 pictures planned was held in Dallas at the weekend and "received an excellent reaction from Texas theatremen who attended the luncheon meeting," it was reported here yesterday.

The exhibitor program, as explained in the initial meeting held in New York April 10, provides for each participating theatre to put up a certain sum of money, like a stock investment. Some 100 exhibitors from the metropolitan New York area pledged $500,000 at that meeting.

Fred Schwartz, DCA president, is currently working on setting up meetings in other exchange areas, namely Boston and Philadelphia at present. It was pointed out recently that the sponsors of exhibition's latest effort to increase the product supply hope to have at least 5,000 theatres participate initially in the program, by subscribing $250 for a minimum stock investment.

Sees Films Emerging From Fiscal Shade

Indications that Hollywood "may be emerging from an era of financial troubles" are cited in an article entitled "Hollywood Comeback?" in the current issue of Barron's, national business and financial weekly.

Reviewing recent and current earnings, prospects of the production-distribution companies for the immediate future and citing the diversification undertaken by most of the companies, the article concludes "that wide-screen approach to the entertainment business may provide the long-awaited happy ending."

It reports prospects of an increase of 65 to 70 more pictures produced in 1957 than the 296 features it says were produced last year.

It reports that "Around the World in 80 Days" is expected to gross $5,000,000 "in its first 11 theatre engage-

(*Continued on page* 4)

SBC to Study Funds For Small Businesses

From THE DAILY Bureau

WASHINGTON, May 27 — The Senate Small Business Committee has announced the financing of the needs of small business will be one of the subjects it will study this year.

Staff members said that although theatres are not specifically included in the study they could certainly be considered. Committee staffers said, however, that any consideration of theatres would wait until the results of the Senate Banking and Currency Committee's June hearing on sev-

(*Continued on page* 4)

Fox Sales Meet Today

Division and district sales managers of 20th Century-Fox will convene at the home office here today for a special meeting with general sales manager Alex Harrison on distribution and merchandising plans for the company's 16 summer releases.

Alex Harrison

Plans for special handling of the national release of the summer product will be outlined by vice-president Charles Einfeld and members of his department. Harrison will also be assisted in the discussions by division managers Martin Moskowitz, Glenn

(*Continued on page* 4)

Life of 16mm TV Film Much Too Short: Nemec

Television film distributors and advertisers who use motion pictures to demonstrate their wares on television have run into a cost predicament that threatens to put the marginal distributor out of business, according to a television distribution cost study conducted by Boyce Nemec, New York consultant in the film and television fields. The study reports that prints

(*Continued on page* 5)

Rembusch, Harling Say:

FCC 'Wrong' On Authority Over Toll-TV

Maintain Basic Issue Is That of 'Public Interest'

The Committee Against Pay-As-You-See Television "feels strongly that the Federal Communications Commission erred in its recent decision on whether it has the authority to authorize subscription TV," according to co-chairmen Trueman T. Rembusch and Philip F. Harling.

In a prepared statement issued here yesterday, Harling and Rembusch stated that after conferring with counsel Marcus Cohn, they are convinced

(*Continued on page* 5)

House, Senate Agree: $96,200,000 to USIA

From THE DAILY Bureau

WASHINGTON, May 27 — House-Senate appropriation conferees today reached a compromise agreement to give the U. S. Information Agency $96,200,000 for the coming year, starting July 1.

The figure is $47,800,000 below the

(*Continued on page* 4)

Poll COMPO Members On June 19 Meeting

Members of the executive committee of the Council of Motion Picture Organizations are being polled on whether June 19 is suitable as a date for their next meeting. Letters have been sent out by Robert W. Coyne, COMPO special counsel.

The COMPO executive committee's next meeting had appeared likely for June 10, but a number of conflicts arose causing the industry group to seek a new meeting date. It is understood that June 19 appears as the best date as a number of the executive committee members will be in New York to attend resumption of industry talks on arbitration and conciliation on June 17.

PERSONAL MENTION

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, has returned here following visits to key cities of the Midwest.

•

JOSEPH H. MOSKOWITZ, 20th Century-Fox vice-president and Eastern studio representative, will leave London this week for Paris and Rome.

•

LEONARD W. SCHNEIDER, vice-president of Decca Records, will return to New York from Europe today aboard the "Queen Elizabeth."

•

BUDDY ADLER, 20th Century-Fox executive producer, has returned to Hollywood from New York.

•

CHARLES B. MOSS, executive director of B. S. Moss Theatres, will return to New York from Europe today aboard the "Queen Elizabeth."

•

CAPT. I. R. MAXWELL, managing director of Harmony Films, Ltd., arrived here yesterday from London via B.O.A.C.

•

JOHN SPRINGER, 20th Century-Fox national magazine contact, has returned to New York from Europe.

•

BERNIE SERLIN, of the Warner Brothers field exploitation staff, left New York yesterday for Raleigh, N.C.

Increase in Pathe's Volume, Profit Seen

The dispute between Pathe Laboratories, Inc., and Universal Pictures Co. has been settled satisfactorily and "it will mean a substantial increase in volume for the laboratory and should mean an important increase in profits," William C. MacMillen, Jr., president of Chesapeake Industries, Inc., reports in a notice to stockholders.

The head of the parent corporation of Pathe Laboratories said that under the new agreement, Pathe will receive color work equal to that it would have had if Universal had given its color printing from the time Pathe was prepared to handle color. In addition, Pathe will receive all of Universal's color printing and all of its black-and-white printing for the term of the contract which ends in 1961, he said.

MacMillen also told stockholders that in return, Pathe reinstated Universal's disputed option on 15 per cent of Pathe stock.

Detroit Meeting Today on Ticket Campaign Plans

Special to THE DAILY

DETROIT, May 27—Leading local exhibitors will gather here tomorrow at the Variety Club to discuss plans for sponsoring a promotional campaign in which free "sample" theatre tickets would be sent through the mails to prospective patrons.

The plan was conceived by Harold Brown, president of United Detroit Theatres, who used it successfully at his Fisher Theatre. The response prompted him to suggest that all Detroit exhibitors join in a city-wide effort.

East Europe Sales On MPEA Agenda Today

A status report on negotiations to sell American films to Eastern European nations and discussions on film festival participation will highlight the agenda of today's meeting of the board of directors of the Motion Picture Export Association.

The MPEA board will discuss Marc Spiegel's progress in negotiations for sales of U.S. films to Czechoslavakia, Poland and East Germany. Also, they will take up participation in the Venice Film Festival in Italy and in a Spanish film festival, along with a discussion on negotiations for a new film pact in Spain.

Other matters on the agenda today are import licenses, taxes and remittances in Egypt; films for the United Nations Expeditionary Forces; the New Zealand film board; the Common Market in Europe, and the master license formula.

Benefit Bow Nets $4,500

PALM SPRINGS, Cal., May 27 — Approximately $4,500 has been donated to the Palm Springs Community Chest Fund as a result of the three-day benefit premiere celebration of Jerry Lewis' new Paramount comedy, "The Delicate Delinquent," held here over the weekend. The event was attended by film celebrities and Hollywood's press, TV and radio representatives.

Elect Academy Officers

HOLLYWOOD, May 27.—The new Academy board of governors, at its weekend meeting, reelected George Seaton president, Samuel G. Engel and Fred L. Metzler, vice-presidents; Hal Elias, secretary; John O. Allberg, treasurer, and Jacob H. Karp, assistant treasurer. The only new officer is Valentine Davies, elected assistant secretary, succeeding Perry Lieber.

5 Agree to Accept Mpls. Product Bids

Special to THE DAILY

MINNEAPOLIS, May 27 — At least five film companies here will accept bids for product for loop houses in the Twin Cities, it was revealed here following the demand by the New York home office of RKO Theatres that its Twin Cities houses be allowed a chance at all pictures, regardless of the company releasing them.

The companies which announced they will accept bids are MGM, Warner Bros., Columbia, Paramount and United Artists. Universal branch manager Le Roy Miller said today that he was awaiting word from his home office on the policy Universal will follow, while Jack Cohan, 20th-Fox branch manager, said that he had received no letter from RKO Theatres asking for bidding here.

Two on Negotiation Basis

In the past, Minnesota Amusement Co. and two independents, Ted Mann, who operates the loop World, and Ben Berger, who operates the Gopher, have reportedly pursued a policy of settling first run from such companies as MGM, Paramount and United Artists on a negotiation basis with the RKO houses taking Columbia and RKO-Radio pictures on an exclusive basis and dividing the product from other major distributors.

It also was revealed here that Ted Mann, operator of the World and Lyceum theatres in downtown St. Paul, has demanded bidding rights for these two theatres.

Spokane Theatres Push Anti City Tax Drive

Special to THE DAILY

SPOKANE, Wash., May 27. — Asserting that Spokane's theatres are "facing bankruptcy," three leading theatre executives have asked the city council to remove the city tax on admissions, which amounts to about $77,000 a year.

Theatre officials Joseph J. Rosenfield and Edward W. Johnson and Jack T. Hamaker informed the city council by letter that they have "faced a steady decline in business during the last four years."

The letter stated Spokane's theatres gross just half of what they did in 1952. It noted that some theatres have been forced to close and others will face bankrupcty if they find no relief.

'Prince' Set for June 13

Warner Bros.' "The Prince and the Showgirl" will have its world premiere on Thursday, June 13, at Radio City Music Hall for the benefit of the Free Milk Fund for Babies, Inc.

MPAA, Home Offices Plan To Stay Open on Friday

The offices of the Motion Picture Association of America and of its member companies here will re-open on Friday for business following Memorial Day, according to a check of the home offices.

In some instances, employees will be given the choice of a four-day weekend this week or over July 4. Thus far, United Artists plans to shut down on July 5 allowing its employees to have a four-day holiday period.

'Face' Will Premiere in Three Cities Tonight

"A Face in the Crowd," Elia Kazan's production for Warner Bros. release, will have its world premiere in three cities tonight—at the Globe Theatre here; the State Lake, Chicago; and the Egyptian, Hollywood. The New York opening will be a "your favorite charity" affair, with ticket-holders earmarking their contributions for charities of their choice.

Heading the entertainment personalities, in addition to business and civic officials attending the premiere, will be Kazan, Budd Schulberg, author of the script, the film's star Andy Griffith, and featured players Lee Remick, Walter Matthau, and Tom Glazer.

The premiere festivities will be covered by the NBC television and radio networks, the CBS radio network, the Voice of America, WOR-Mutual, and more than 100 independent radio stations.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
GREGORY PECK • LAUREN BACALL
IN
"DESIGNING WOMAN"
In CinemaScope and METROCOLOR
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

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BABY TAKES A BATH!

When baby takes a bath today—*your* baby or the Prize Baby—the towels cost 172 per cent more than in 1940.

No—we're not asking for a crying towel but compare this and all your other towering costs to the nominal increase, if any, that some of you have given to the Prize Baby during this same period.

Despite all this, the Prize Baby has never thrown in the towel in providing the kind of service you expect and receive... at lowest cost.

NATIONAL Screen SERVICE

PRIZE BABY OF THE INDUSTRY

Movie Market Trends

SINDLINGER & COMPANY, INC. • Analysts • RIDLEY PARK, PENNSYLVANIA, LEhigh 2-4100

SINDLINGER & COMPANY *Analysts*

Tabulation of more than 120,000 interviews during the past 19 weeks revealed...

35.2% of the week's adult paid attendance came from patrons who said they were influenced to attend during this week because they liked the trailer they had previously seen on the attractions they went to see.

Thus, for every $1,000 the average theatre grossed from adults during the past 19 weeks, $352 came from persons who were directly influenced by the coming attraction trailer.

USIA's Budget

(*Continued from page 1*)

Administration's original request for $144,000,000, and $16,800,000 below the current appropriation of $113,000,000. The House had originally voted to give the agency $106,100,000 for the coming year, but the Senate cut it all the way to $90,200,000. The final compromise figure was reached today.

The agency's Motion Picture Division, which this year has $7,004,320, would have had $9,446,000 if the Administration's original request had been accepted. Under the final figure the film division almost certainly will be cut below this year's appropriation.

The conferees left it up to the agency to split the total appropriation among the different media used.

Many Prizes Slated for Cinema Lodge Golf Fete

Three out of every four players in each foursome in the sixth annual film industry golf tournament being sponsored by New York's Cinema Lodge of B'nai B'rith at the Vernon Hills Country Club at Tuckahoe, New York, on Thursday, June 13, will receive prizes as an innovation this year, Martin Levine, tournament chairman, announced yesterday.

As in previous years, William J. German, Inc., has posted the prize money for the gifts to be given to the winners in each foursome, and National Screen Service has again posted the foursome runners-up prizes. The next runner-up in each foursome this year for the first time will receive a prize being posted by Charles Okun for the Coca Cola Co.

Name AMPA Unit

Associated Motion Picture Advertisers, Inc., have selected a nominating committee for making up a suggested slate of officers for 1957-58. The committee includes: Gordon White, chairman; Paula Gould, Vincent Trotta, Blanche Livingston, Paul Greenhalgh, Anita Brooks and Charles Alicoate. The slate will be available in about a week, it was announced.

New Greeley Theatre

GREELEY, Colo., May 27—A program featuring band music, Klieg lights and the showing of the film "Oklahoma!" marked the opening of Cooper Foundation Theatres' new Colorado Theatre here. The Colorado is the first motion picture theatre built from the ground up in Greeley since the old Rex, now the Chief, which was built years ago.

FASTER! BETTER!
SPECIAL TRAILERS
FILMACK 'NUF SED!
1327 S. Wabash, Chicago • 630 Ninth Ave. New York

REVIEW:

A Face in the Crowd

Elia Kazan—Warner Bros.

"A FACE IN THE CROWD" is the name of a radio program on a local Arkansas station on which, almost by accident, a folksy character makes an appearance and goes on from there to become the nation's outstanding television attraction. Elia Kazan has taken this Budd Schulberg story, has cast it unerringly and directed it with distinction, as is his custom. The result is a fast-moving, highly entertaining drama over most of the route, but which impressed this reviewer as less convincing toward the end, when it appears to take itself more seriously than its subjects warrant.

As a spoof of television celebrities, commercials, sponsors, ad agencies and audiences, "A Face in the Crowd" is tops in entertainment values. But in its later efforts to depict its top-Trendex hillbilly as a maker of Presidents and the potential demagogic power within the White House, it lacks conviction.

Kazan has put another exceptionally capable cast together for the telling of the usually amusing but not always in the best of taste story. Andy Griffith is the ideal Lonesome Rhodes, a boozy tramp from the back roads of Arkansas who attains TV's heights. Patricia Neal is flawless as the girl m.c. of the local radio program who discovers him in the town jail where Griffith was sleeping off a drunk.

These two make the program tops in its community and in turn carry it to the heights regionally from Memphis and nationally from New York. Anthony Franciosa, as a promotion-minded office boy, attaches himself to the show in Memphis and forces the break that takes them to New York, Walter Matthau, as their writer-producer, with them. At this point, Miss Neal has fallen in love with Griffith, and Matthau with Miss Neal.

IN NEW YORK, Griffith asks Miss Neal to marry him but before a wedding can take place, his first wife shows up with notice that there has been no divorce. Griffith promises to remedy that with an action in Mexico. En route, he stops off in Arkansas to judge a high school drum majorettes contest and marries the teen-age winner, played by Lee Remick.

Back in New York he is drawn into the political activities of his sponsor, played by Percy Waram, and asked to further the Presidential hopes of a senator, played by Marshall Nielan. Intoxicated with his dreams of power, Griffith becomes a despot, ruthless in his relations with all. Appalled at what she feels she has created and is responsible for, Miss Neal decides to expose him to his public. She holds open the control switch after his program has ended and his customary insulting remarks about his public go out over the air. Griffith is ruined. Miss Neal and Matthau depart together.

The production has many strong boxoffice elements. Its ridicule of TV commercials and audience appeals is uproarious or cruel, depending on how you feel about them. Several scenes and some dialogue are in questionable taste. Bedroom incidents are overemphasized, about four of them being indelicate enough to warrant discouraging youthful attendance.

Running time, 125 minutes. Adult classification. Release, June 1.

SHERWIN KANE

Fox Produces Trailer For Hospital Campaign

Buddy Adler is producing and Deborah Kerr narrating the special appeal trailer to be used in the Will Rogers Hospital's 1957 audience collection campaign. The drive will be combined with the Christmas salute this year, and will be held during the week beginning Wednesday, Aug. 7.

Frank McCarthy of Twentieth Century-Fox Studios said the negative will be shipped this week to the national office of the Will Rogers Hospital for processing. The trailer runs two minutes and ten seconds.

SBC to Study

(*Continued from page 1*)

eral bills, which propose to ease the credit situation for small business.

Officials of the Theatre Owners of America have been in contact with the Small Business Committee on the credit problem of small theatres, and TOA has declared that it will file a brief on the subject with the Banking and Currency Committee.

'Monkey' to State

Edward Small's "Monkey on My Back," which United Artists is releasing, will open tomorrow at Loew's State Theatre here.

Fox Meeting

(*Continued from page 1*)

Norris, Harry Ballance and Herman Wobber and home office sales executives Jack Bloom and Frank Carroll.

Pictures to be discussed include Darryl F. Zanuck's "Island in the Sun," "A Hatful of Rain," "An Affair to Remember," "The Wayward Bus," "Bernardine," "Seawife," "Will Success Spoil Rock Hunter?" and "No Down Payment." In addition plans will be discussed for "Oklahoma!" (in CinemaScope) which is scheduled for a large number of engagements during the summer months.

Eight Regional Heads to Attend

District managers attending the meetings will include Abe Dickstein, Atlantic; Al Levy, North-East; Tom O. McCleaster, Central; Morton A. Levy, Mid-West, Paul S. Wilson, South-East; Mark Sheridan, Jr., South-West; Peter Myers, Canada. Reville Kniffin, assistant Western division manager, also will participate in the sessions.

Sees Films Emerging

(*Continued from page 1*)

ments." It says United Artists has $2,000,000 invested in the picture, which cost $6,000,000, and thus shares in the profits, "besides getting a commission for handling distribution."

U.A.'s ordinary distribution charge, the article states, is 32 per cent, plus a generous percentage for its role in production financing.

The article cites the growing importance of television in film operating revenues. By way of example, it says Columbia's Screen Gems in fiscal 1957 should have revenues of $22,000,000, or almost double that of the previous year. Close to 75 per cent of that amount will come from new productions for TV, it reports.

Foreign grosses were up to $217,000,000 last year, it says, with actual dollar transfers for 1956 estimated at $170,000,000.

Elect Richard Brandt

(*Continued from page 1*)

ment of George Roth to vice-president of Trans-Lux Pictures Corporation and the election of Roth to the board of directors of the Trans-Lux Pictures and Trans-Lux Distributing Corporation. Roth has been vice-president of Trans-Lux Distributing Corp. since October, 1955.

Sylvia Sewards Dies

Funeral services were held here yesterday for Sylvia M. Sewards, a secretary at Loew's Theatres, Inc., and M-G-M Pictures since 1920, who died on Friday after a short illness. Miss Sewards had been secretary to Charles C. Moskowitz, when he was vice-president and treasurer of Loew's Theatres, until 1946. She then became secretary to Oscar A. Doob, Loew's Theatres and M-G-M executive, until 1955. When Doob retired, Miss Sewards was transferred to the M-G-M Legal Department.

Television Today

PASSING IN REVIEW....

TWO EXCELLENT adaptations of works by F. Scott Fitzgerald and Henry James gave the last television week unusual stature, and not simply because the special qualities of both authors have turned out to be notably elusive in the hands of most adapters for stage and screen. Television here scored a fairly remarkable beat over the other two media.

The most appealing performance was that of James D. Cavanagh, who adapted Fitzgerald's ironic love story, "Winter Dreams," for CBS-TV's Playhouse 90 Thursday night. A good, honest story of the complexities, simplicities, pains and joys of love is almost as rare on television as a whooping crane is in Garden City. Nearly everbody, of course, writes about love, for the most part in the special dramatic shorthand of cliche. Cavanagh, using the terse Fitzgerald source material almost line by line, wrote a drama that was not unfamiliar in shape, but which had the ring of freshness in dialogue and scene that marks all good work.

Familiar Theme Well Handled

As a love story, "Winter Dreams" is a pretty one-sided tale of the unhappy yearning of a poor but ambitious young man who is completely dominated by his love for a perverse, willful, thoroughly mixed-up rich girl. In ordinary writing and performance, these are all too familiar symbols. However, Cavanagh, utilizing an unusual amount of Fitzgerald dialogue and suggestion, plus some of his own invention, and having the services of John Cassavetes and Dana Wynter, told the story with heart and even with a small measure of wisdom. Miss Wynter has never had a better role. Beautiful, fragile and utterly feminine, she managed to suggest a truly troubled girl (in great need of analysis, perhaps) without once getting the character turn into the standard conception of Miss Rich-witch.

There was taste and dramatic touch too in the time and the locale, though neither was specifically mentioned. It was Minneapolis *banlieu* and the time was now. In this case, Fitzgerald was "updateable." The supporting cast—Mildred Dunnock, Phyllis Love, Darryl Hickman, Robert Simon—and the entire physical production were of the highest order. There was only one slight disappointment: the absence of Fitzgerald's final, ironic revelation, a sort of seven-years-after epilogue.

Much Credit to Dyne

Michael Dyne, who adapted Henry James' "The Treasure Hunters" for NBC-TV's Goodyear Playhouse Sunday night, had a much more difficult task: the translation into dramatic terms of a story that is both comic and tragic, a combination which often results in neither one thing nor the other. "The Treasure Hunters," which tells of the effect of a sober young tutor on an outwardly gay family of fortune hunters, circa 1910, was remarkably both comic and tragic. The dialogue was often hilarious, witty and revealing, and individual scenes ranged from grotesque farce to poignant sadness. This wide-ranging mood was beautifully comprehended by Roddy McDowall, Donald Cook, Mary Ellis and a sharp young actor named Rex Thompson, all under the supervision of director Herbert Hirschman. TV will be poorer with the forthcoming loss of this series.

Sid Caesar bowed out of NBC-TV Saturday night with the best of his past performances. It was a good show, but one can't help wonder why he insists on weekly exposure with such an uncompromising lack of good humor.—*V.C.*

SETTLED: what to do with "error"—and controversy: continue it. Jack Barry explains to an anxious world that Hank Bloomgarden, right, and Jim Snodgrass, left, Monday night on NBC's Twenty One will be "rematched," because of the national argument over their answers to a question on human bones. Far left, co-producer Dan Enright. Bloomgarden commented: "most equitable." Snodgrass said: "suits me fine." Barry said, "it's only fair." Newsmen said nothing. Those with cameras photographed Messrs. Barry, Bloomgarden, Snodgrass looking at medical charts, for the sacrum. Or the coccyx.

FCC 'Wrong'

(*Continued from page 1*)

that the FCC has no power or authority to permit pay-TV; that pay-TV is not broadcasting; and that it can never be in the public interest, because it is discriminatory."

Rembusch and Harling maintain that the basic question to be determined is whether pay-TV is in the public interest. "The Congress and the courts whose province it is to make determinations as to legality will find that pay-TV is unconstitutional on more than one ground.

Point to Celler's Bill

"Congressman Emanuel Celler's bill will come out of the Interstate and Foreign Commerce Committee, and it is inevitable that when this bill reaches the House, it will outlaw pay-TV," the Committee co-chairmen state.

In their statement, the co-chairmen also say: "The word 'how' has become increasingly important in this controversy. How can there be 'broadcasting' within the meaning of the FCC when actually a private communication takes place between a set owner and a television station, to the exclusion of all others, unless a fee is paid? There is no difference between this and a telephone conversation, which is personal and private, because you have to pay to use it."

Will Define 'Public Interest'

"As regards public interest to which a memorandum will be prepared and submitted to the FCC, it is axiomatic that if an agency of the government is active for and on behalf of the interests of the people, no person may be deprived of a substantive right which he has always enjoyed because of failure to pay," Harling and Rembusch concluded in their joint statement.

16mm TV Film

(*Continued from page 1*)

of 16-mm motion pictures made for television and distributed to stations for broadcast have a useful life of only five to 15 presentations on the air, compared with normal motion picture theatre use experience of two hundred to four hundred projections for each release print.

The extreme difference in print life between television and theatres is attributed to physical damage from rough handling by inexperienced station personnel, inadequate inspection at the film exchange, and failure by distributors to fix responsibility and to collect for film damage.

Black and white 16-mm prints for television now cost two to four times as much per program hour as do 35-mm color films for theatres. Black and white 16-mm prints for a one-hour television show cost the distributor about $54 apiece—$3.60 per program hour when presented on the air 15 times, or $10.80 per showing when damage prevents re-use after the fifth presentation.

Hartford Theatre Cuts Adult Admission Scale

Special to THE DAILY

HARTFORD, May 27—First downward price shift at a downtown theatre in many months has been announced by Bercal Theatres' Parsons, currently on a subsequent-run policy. (The theatre has been used in the past for first-run, regional premieres).

The theatre has dropped adult price from 65 to 50 cents, matinees, and from 90 to 65 cents, evenings, with children's price (30 cents) unchanged. It is believed the previous policy will be resumed in September.

Toll-TV Trial

(*Continued from page 1*)

information is not to be filed before July 8. With all August devoted to vacation, the FCC is considered unlikely to come to grips with the test conditions until September or October. Then it's possible that some further hearings or oral comments will be needed.

Further complicating things is that Chairman McConnaughey leaves the Commission June 30, and his successor will have to be briefed on the entire case.

After the test, then the Commission will have to analyze what is learned, perhaps get further written comments, come to a proposed decision, get written and perhaps oral views on that, and, and, and . . . "My son is 13," says one attorney, "and I'm going to leave him in my will the subscription television part of my practice."

TPA to Give FCC Unit New Business Data

Television Programs of America, announced yesterday that it had agreed to furnish additional information to the Federal Communications Commission Network Study Group (Barrow Committee) in complete compliance with its request for information regarding business operation.

Under an agreement made with FCC counsel, which was approved by James D. Cunningham, chief hearing officer for the FCC, the subpoena served on Michael M. Sillerman, executive vice-president will be adjourned until June 17.

The balance of the information sought by the Commission will be delivered by TPA on or before that date and the subpoena then withdrawn.

The adjournment date and the agreement between the government and TPA were set forth in a stipulation which was to be filed yesterday. The stipulation specifies that all material given the FCC by TPA is to be kept confidential and acknowledges that TPA gave the FCC the substantial part of the data sought before service of the subpoena.

"BEAUTY, POWER, APPEAL AND ALL THE BOXOFFICE ELEMENTS TO BRING IT LONG COMMERCIAL SUCCESS!"
—*Film Daily*

"IMPRESSIVE PRODUCTION . . . BRILLIANTLY CAST!"
—*Hollywood Reporter*

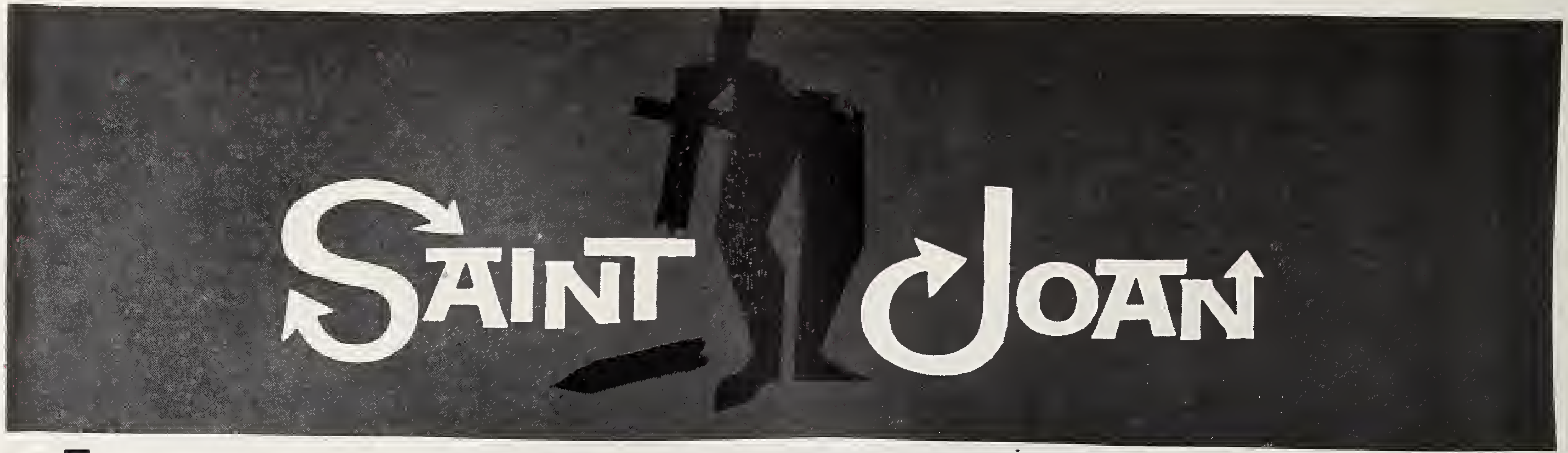
"MOVING PRODUCTION . . . WIDMARK IS TRULY MAGNIFICENT!"
—*Boxoffice*

"BRILLIANTLY PRODUCED AND DIRECTED BY OTTO PREMINGER. SPLENDIDLY ACTED BY NEWCOMER JEAN SEBERG!"
—*Showmen's Trade Review*

"HIGH DRAMA . . . RICH IN EMOTIONAL APPEAL AND EXCITEMENT!"
—*Motion Picture Herald*

"EXCELLENT PRODUCTION!"
—*Exhibitor*

"THE STORY OF SAINT JOAN AND THAT OF THE NEWCOMER CHOSEN TO PORTRAY HER ARE PRE-SOLD ELEMENTS. EXHIBITORS CAN TAKE IT FROM THERE AND BE THANKFUL FOR IT!"—*Motion Picture Daily*



FOR THE FIRST TIME ON THE SCREEN OTTO PREMINGER PRESENTS BERNARD SHAW'S 'SAINT JOAN'
STARRING RICHARD WIDMARK RICHARD TODD ANTON WALBROOK JOHN GIELGUD & JEAN SEBERG

with FELIX AYLMER HARRY ANDREWS BARRY JONES FINLAY CURRIE BERNARD MILES PATRICK BARR KENNETH HAIGH ARCHIE DUNCAN MARGOT GRAHAME FRANCIS de WOLFF VICTOR MADDERN DAVID OXLEY SYDNEY BROMLEY DAVID LANGTON Screenplay: GRAHAM GREENE Music: MISCHA SPOLIANSKY Production Design: ROGER FURSE Produced and Directed by OTTO PREMINGER Distributed by UNITED ARTISTS

"A TRIUMPH!" was the unanimous verdict of the International Press following the gala World Premiere in Paris on May 12.

NOW WATCH THE LATE JUNE OPENINGS IN

NEW YORK, Victoria / CHICAGO, Garrick / LOS ANGELES, Four Star

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 81, NO. 104 NEW YORK, U.S.A., WEDNESDAY, MAY 29, 1957 TEN CENTS

For Summer

Fox Increases Print Supply, Ad Support

Harrison, Einfeld Outline Campaigns for Pictures

20th Century-Fox will make available a greater number of prints on each of the 16 attractions it has set for release during the summer and will augment local-level advertising and publicity in support of each production, Alex Harrison, general sales manager, said yesterday. He made the announcement of the new mer-

(*Continued on page* 8)

18 Hub Houses Get 'Tremaine' Day-Date

Special to THE DAILY

BOSTON, May 28.—A multiple showing of Walt Disney's "Johnny Tremaine" in Hub metropolitan and neighborhood theatres, day and date with the downtown Mayflower, has been set for the week of June 26.

The booking plan was advocated by Samuel Pinanski, president of

(*Continued on page* 8)

'Passion' to Have Triple Premiere in Late June

Stanley Kramer's "The Pride and the Passion" will have simultaneous world premieres in New York, Chicago and Los Angeles at the end of June, it was announced yesterday by William J. Heineman, United Artists vice-president for distribution.

The openings will take place at the Capitol Theatre, here; State-Lake, Chicago, and Fox Wilshire, Los Angeles.

Television Today Page 6

Hollywood World's Top Selling Force: Johnston

Cites Films' Contribution to Mass Production And Spread of Democracy At Celebration of 'Golden Jubilee'

By LESTER DINOFF

The motion picture during the past 50 years has become a travelling salesman who has stimulated democracy, mass production and mass demand throughout the world and in a very vital degree has been an important economic factor in American community life.

So Eric Johnston, president of the Motion Picture Association of America, said yesterday in addressing the Sales Executives Club of New York at the Roosevelt Hotel here, marking the "Golden Jubilee of Motion Pictures 1907-1957."

Johnston declared that motion pictures from Hollywood are "America's travelling salesman to all the world, a salesman of goods and services, of

(*Continued on page* 6)

TOA Asks Johnston Explain Toll-TV View

Theatre Owners of America, in its latest bulletin to membership, reports it is seeking clarification and an explanation from Eric Johnston, president of the Motion Picture Association of America, on his recent statement that "subscription television could prove helpful to everybody."

"The lifelong customers of the companies that you represent have for years strenuously opposed any form of toll-TV within the jurisdiction of the FCC. To our knowledge, no one has advised us as to how pay-TV 'could prove helpful' to the theatre owners of America," the TOA bulletin states.

Johnston, when informed of the

(*Continued on page* 6)

See Court Fight Near Over Crescent Control

Special to THE DAILY

NASHVILLE, May 28 – With the filing by the defendant, First American National Bank, of answers to the allegations of Mrs. Tony Sudekum, a legal fight for a majority control of Crescent Amusement Co. appears set in Davidson County Chancery Court. Indications are that court hearings on the plea of Mrs. Sudekum that possession and control of at least 4,514

(*Continued on page* 2)

Tennessee Exhibitors Elect Robert Hosse

Special to THE DAILY

NASHVILLE, May 28—The Tennessee Theatre Owners Association, at its annual meeting in the Hermitage Hotel have elected Robert Hosse, manager of the Crescent Amusement Co., as president for the next two years; J. Martin Tune, Shelbyville, retiring president, as executive secretary, and Willis Davis, Memphis, treasurer.

A better-than-fair attendance of delegates heard as principal speakers George Kerasotes, Springfield, Ill., representative of Theatre Owners of America, and Mike Simons, director of customer relations for Loew's, Inc.

In expressing optimism regarding the future, Kerasotes pointed to the current upsurge of radio in the face of a television threat which a

(*Continued on page* 2)

THE SALESMAN talking to salesmen: Eric A. Johnston, yesterday, at the industry's luncheon with the Sales Executives Club. With him, part of the double dais: upper tier, Arthur B. Krim, Elmer Rhoden, Arthur Loew, W. C. Michel, Claude Lee, club president John W. Hubbell, Barney Balaban, Robert Benjamin, Abe Schneider, Martha Scott; and, lower tier, Robert Coyne, Leopold Friedman, F. J. A. McCarthy, Burgess Meredith, Charles Reagan, Paul Quinn, Morey Goldstein, Norton Ritchey, and Charles Alicoate.

M. P. Daily picture

OF MOTION PICTURES
1907-1957
HOTEL ROOSEVELT

PERSONAL MENTION

IRVING N. MARGOLIN, vice-president and treasurer of Cinerama Productions, will leave here today for Chicago, Minneapolis and Hollywood.

•

CHARLES BOASBERG, worldwide sales head for Paramount's "The Ten Commandments," returned to New York yesterday from Europe.

•

CHARLES L. CASANAVE, president of the Fred Astaire Dance Studios, will arrive in New Orleans tomorrow from Hollywood.

•

SYD HYAMS, managing director of Eros Films, Ltd., will return to London from New York today via B.O.A.C.

•

HUGH OWEN, vice-president of Paramount Film Distributing Corp., will leave here today for Atlanta.

•

GEORGE KALLMAN, United Artists manager in Peru, has arrived in New York from Lima.

•

GEOFFREY MARTIN, advertising-publicity director of J. Arthur Rank Film Distributors of America, has returned to New York from London.

•

A. STEPHEN CLUG, Paramount's manager in India, has arrived in New York from the Far East by way of England.

•

LOTTE VORCHHEIMER, secretary to JERRY PICKMAN, Paramount advertising-publicity vice-president, will be married in July to MILTON ROGERS.

•

JEROME EVANS, of the Universal Pictures home office promotion department, is in Washington today from New York.

•

JEAN GOLDWURM, president of Times Film Corp., will return to New York from Europe today aboard the "Nieuw Amsterdam."

•

LEO MCCAREY, director, will leave Hollywood on Friday for New York.

No Paper Tomorrow

MOTION PICTURE DAILY will not be published tomorrow, Memorial Day.

Tennessee

(Continued from page 1)

year ago was pictured as being ultimately fatal to the sound-only medium.

Simons called for closer association of the film theatre with the business community, saying "where theatres are dying on the vine for lack of patronage, department stores are not selling as many suits and shirts." He advocated carrying the message of the vital role of the theatre in "uptown" retail areas to business clubs, schools and churches, and added:

"Let your businessmen know the extent of theatre traffic each night. Whether 1,300 or 13,000 this traffic is of great value to the merchants. Use plenty of white light in front. . . . An appliance dealer has admitted he sold $3,900 worth of appliances in a well lighted display window near the theatre."

Other speakers included Norris Hadaway, Birmingham, who voiced a plea for better advertising and publicity, and George Roscoe, of TOA, who discussed cable television.

See Court Fight Near

(Continued from page 1)

out of 10,000 shares of Crescent stock outstanding be returned to her, will be set at an early date.

Attorney F. A. Barry, in his brief for the bank, concerning charges of mismanagement, stated, "All actions taken were the result of resolutions passed in due course by the directors, and if there has been mismanagement each and every director is jointly and severally liable."

One of the seven directors listed in the brief is a daughter and another is a son-in-law of Mrs. Sudekum. Three are also directors at the bank.

Admission Tax Total Shows Effects of Cuts

From THE DAILY Bureau

WASHINGTON, May 28.—Federal admissions tax collections in the first quarter of 1957 showed the effect of the higher exemption that went into effect Sept. 1.

For three months ending March 31, general admissions tax collections totalled only $11,238,000, compared with $26,005,000 in the last quarter of 1956 and $22,176,000 in the first quarter of 1956.

'D.I.' Bows Tomorrow

CHICAGO, May 28.—Jack Webb's "The D.I." will have its world premiere at the Chicago Theatre here Thursday, climaxing three days of personal appearances by the star-producer-director of the Mark VII Ltd. production for Warner Bros.

49 Charities Benefit From 'Face' Premiere

Forty-nine national and New York charities have been designated to benefit from the "your favorite charity" world premiere of Elia Kazan's "A Face in the Crowd" for Warner Bros. last night at the Globe Theatre. The picture also premiered last night at the State Lake, Chicago, and the Egyptian, Hollywood.

More than 1,500 persons, including notables from the entertainment field, business, politics, and civic life, filled the Globe to capacity for the premiere at which ticket-holders were permitted to earmark their contributions for charities of their choice.

Principals connected with "A Face in the Crowd" were on hand, including Elia Kazan, Budd Schulberg, Andy Griffith, Lee Remick, Walter Matthau and Tom Glazer. Martin Starr served as master of ceremonies.

AB-PT To Acquire Bulk Of Loan Funds Friday

American Broadcasting-Paramount Theatres will acquire $42,500,000 on Friday under a $60,000,000 loan agreement made with several financial institutions last year for the paying off of existing debts and to increase working capital.

AB-PT took $12,500,000 of the loan last Dec. 27, with the remaining $5,000,000 to be taken down Oct. 1, 1958. There is an option for an additional $5,000,000 exercisable by Oct. 1, 1958.

At the time of the negotiations for the $60,000,000 loan, Leonard H. Goldenson, AB-PT president, stated that $37,234,000 will be used to pay off existing debts and the balance will be added to working capital.

Goldenson, presiding over last week's annual AB-PT stockholders' meeting, stated that the American Broadcasting Co. television and radio networks are embarking on an expansion program with great potential for the next four to five years. He indicated then that portions of this loan will be used to finance the ABC division's growth and in achieving a broadened and stronger program structure starting this fall.

The AB-PT head said that there would be an announcement around June 1 concerning the network's TV daytime programming schedule and TV film production plans.

M-G-M Signs Zugsmith

Negotiation of a long-term contract with Albert Zugsmith Productions, whereby Zugsmith will produce a number of pictures for M-G-M, was announced yesterday by Joseph R. Vogel, president of Loew's Inc.

NFFC's Profit Up for Year

From THE DAILY Bureau

LONDON, May 28.—The Nation Film Finance Corporation today an nounced profits of £84,732 ($237 249) for the year ended March 31 1957, compared with profits of £79 132 ($221,569) for the previou year. This is against a backgroun of a net loss of £2,665,531 ($7,463 486) during eight years of operatio mainly attributable to the write-off approximately £3,000,000 ($8,400 000) of the old British Lion compan

The NFFC report cautiously say that the interim figures indicate th new British Lion will show a profit i the current year. It adds the hop that present conditions will result i more stable conditions for the entir industry and that "in due course, British Lion shares will be sold at a fai price to private investors willing an able to continue to finance and distribute independent British films."

Prefers British Sources

David Kingsley, NFFC managin director, has said privately that h has received inquiries from man British sources, but that those fro non-British sources would not be seriously considered. The report point out that the new Films Act gives th corporation 10 more years of life an shows that assistance was given to 4 features and 20 shorts in the year jus completed, compared with 33 features, six shorts the year before.

The report also disclosed that number of producers approached th NFFC for aid in the financing of T films and that one such loan was authorized.

SDG Award to Fellini

HOLLYWOOD, May 28—Federic Fellini, director of "La Strada," ha been named by the Screen Director Guild as recipient of its first annual award for best direction of a foreig film.

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BING WITH A BANG!

Sometimes he sings and he's always charming, but this time Bing's going to set the movie world on fire with an explosive, nerve-tense drama. It's a new FIRST for him and the power and heart-appeal of it will be memorable.

M-G-M presents A SOL C. SIEGEL PRODUCTION
Starring
BING CROSBY
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Co-Starring
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With MALCOLM BRODRICK · RICHARD EASTHAM
Screen Play by RANALD MacDOUGALL
Based on a Story by MALVIN WALD and JACK JACOBS
Directed by RANALD MacDOUGALL

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Fair weather . . . fast track . . .

on the wide, wide screen

DESCENDANTS of Dan Patch race again — on the wide, wide screen. And audiences feel it all . . . down to the last hoofbeat! Because today's movie-making technics make these bold events live on in more details—in *more life even* than the original events themselves!

This is where technical know-how comes in . . . where the Eastman Technical Service for Motion Picture Film proves the worth of its service. Offices in strategic areas. Inquiries invited.

Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N. Y.

Television Today

Screen Gems, Jaffe In Production Deal

Ralph Cohn, vice-president and general manager of Screen Gems, Inc., announced yesterday that the Columbia Pictures television subsidiary has concluded a multi-million dollar agreement with Henry Jaffe, president of Henry Jaffe Enterprises, to develop and produce a group of new television film programs.

The programs produced in association with Screen Gems will be done on film, Jaffe said, because their format, concept and locale indicate more effective treatment through the film process. Where production values warrant, a combination of "live" and film production will be employed.

Among these film projects is the Shirley Temple series of hour-long fairy tales, a comedy suspense series supervised by Howard Lindsay and Russel Crouse, a new children's program and a series of original melodramas depicting the application of the "ethical principles embodied in the Ten Commandments in terms of the adventures that can happen in any modern man's life."

Jaffe said his firm will continue to produce "live" television programs, including a number of spectaculars.

Jerrold Buys 3 More Community Systems

Special to THE DAILY

PHILADELPHIA, May 28.—Jerrold Electronics Corp., manufacturer of community antenna and other electronic equipment, has purchased the community antenna systems in Walla Walla, Wenatchee and Richland, all in the State of Washington, Milton J. Shapp, president, announced here today.

With these acquisitions, Jerrold now owns and operates nine systems, including Dubuque, Ia.; Pocatello, Ida.; Ukiah, Calif; Key West, Fla.; Flagstaff, Ariz., and Ventnor, N. J.

One Man's TViews

By Pinky Herman

ABC-TV's largest combination multiple daytime-night-time program sale was signed yesterday and brings into that firm's growing roster the Kellogg Company's sponsorship of six different half-hour programs a week. Starting Monday, Sept. 30, the cereal maker will sponsor each day from 5:00-5:30 P.M. "Superman" (Mon.) "Wild Bill Hickok" (Tues.) "Sir Lancelot" (Wed.) "Woody Woodpecker" (Thurs.) "The Buccaneer" (Fri.) and will co-sponsor on alternate weeks (Thurs. 7:30-8:00 P.M.) "Circus Boy" with Mars Candy Co. Leo Burnett Co. agency. . . . Jan Miner heard daily on the CBSoapera "Hilltop House" has copped the Television-Radio Mirror's "Favorite Radio Actress" award for the seventh consecutive year. . . . The third Walt Disney production, "Zorro," which will be seen on the ABChannels, Thursdays 8:00-8:30 P.M. starting October 10, will be co-sponsored by the AC Spark Plug Div. of General Motors and Seven-Up Bottlers and directed by Norman Foster who megged the "Davy Crockett" series. . . . The fast-growing Pat McDermott firm has been named to publicize the new Joan Caulfield half-hour situation comedy series, "Sally" which will tee-vee off on NBC in the Fall.

☆ ☆ ☆

Art Carney

Versatile Art Carney has been CBSigned to portray Hon. Robert Briscoe, Lord Mayor of Dublin, when "Playhouse 90" presents "The Fabulous Irishman," a life story of that genial and popular Jewish dignitary who recently visited the United States and captured its fancy and regard with his wit, brogue, charm and sincerity. The program, scripted by Elick Moll, will be produced by Martin Manulis and will be seen Thurs., June 27 (9:30-11:00 P.M.) . . . Jerry McNeely, author of the CBStudio One's forthcoming TVehicle, "The Staring Match," (June 17) is a professor at the U. of Wisconsin. . . . Robert Q. Lewis compiling a tome of humorous anecdotes that's happened to him in his radio and TV career. Titled "Q's Who." . . . Earl Sheldon has been signed as musical director for the "Guy Mitchell Show" which will start a series over ABC-TV Saturday, Sept. 21 (10:00-10:30 P.M.) with Revlon the sponsor. . . . Bing Crosby's first waxings for the moppet trade, four original short operettas, will be released in Oct. by Simon & Schuster's Golden Records Label.

Industry Lauded as Sales Aid

(*Continued from page* 1)

language and culture, of ideas and hopes." Films are the great stimulator of mass production—the assembly line—at home and overseas and they also act as the pioneering and still tireless agent for American democracy and the fruits of democracy throughout the world, Johnston added.

Referring in his speech to motion pictures as Hollywood, the MPAA president declared: "Hollywood became and is today America's master salesman because it sells three concepts in which we deeply believe and in which men everywhere devoutly wish to believe. They are: Hollywood sells the concept that man is an individual, not a mass. Hollywood sells the concept that man can be, and is meant to be, free. Hollywood sells the concept that man can remake his society as he wishes it to be."

Stresses Community Benefit

Recounting some of his personal experiences with motion pictures throughout the world and how they have created demand, Johnston said that films have another vital role and that is in the importance of the downtown and the neighborhood theatre to the economic life of communities.

"I don't think you can over-emphasize the importance of the motion picture theatre as the center of family entertainment and as the magnetizing force for trade and growth. The local theatres have sustained neighboring merchants because they attract the audience out of the home. Those who come out for the show will stay out to shop. What's more, they'll be in a mood for shopping.

"The lights on the theatre marquees have kept on . . . and keep on . . . the lights of restaurants, drug stores and merchant outlets on Broadways and Main Streets all over the country. The theatre sells the community and what the community ha to sell," Johnston declared.

"Hollywood has been in busines for only two generations. In less tha a single life span, its mission of entertainment has made the motion pictur the most popular art of this 20th century . . . the most popular art in th history of man. We will be just a true to this mission when Hollywood' centennial anniversary comes along, the MPAA president concluded.

Part of 11-Point Program

The Golden Jubilee is one phase o an 11-point program designed jointl by exhibition, production and distribution to build motion picture patronage throughout the United States. Th overall business building program provides for an Academy Awards Sweepstakes, an Audience Awards, a community reel, a product trailer, a industry radio program and spot campaign, personality tours, a nationa theatre advertising campaign, visits t editors and publishers, reduction o advertising billings, and a market survey.

Seated on the dais of the Sale Executives Club yesterday were Ro Haines, Benjamin Melniker, Willia J. Heineman, Martin Quigley, So Schwartz, A. Montague, Robert W Coyne, Leopold Friedman, Frank J A. McCarthy, Burgess Meredith Charles M. Reagan, Paul J. Quinn Mrs. Charles Lewis, Ben Shlyen Morey Goldstein, Norton V. Ritchey Charles Alicoate, Lacy W. Kastner Sol Strausberg, Ben Cohn, Leonar Coulter, Earl W. Hammons, Simo H. Fabian, Miss Dina Merrill, Arthur B. Krim, Elmer C. Rhoden, Arthur M. Loew, W. C. Michel, Claud Lee, SEC president John W. Hubbell, Johnston, Barney Balaban, Robert S. Benjamin, A. Schneider, Marth Scott, Theodore Black, Edward More and John J. O'Connor.

Ask Court Action vs. Four TV Producers

From THE DAILY Bureau

WASHINGTON, May 28 — The Federal Communications Commission's chief examiner asked the Commission to seek court action directing four television program producers to comply with FCC requests for information.

The Commission has been attempting to get documents and other information from seven TV program producers, in connection with the Commission's investigation of television networks. The producers originally refused to comply with FCC subpoenas, and chief examiner James Cunningham last week ordered them to comply and appear at hearings in New York this week.

Today Cunningham said three of the seven had indicated willingness to comply, and would testify at hearings on June 17. However, he said, four have said they would not comply. Declaring that their testimony is essential to the investigation, Cunningham asked the Commission to get court action to force compliance with the subpoenas.

Cunningham said officials of these four firms had said they still would not appear: Screen Gems, Inc., Ziv Television Programs, Inc., Review Productions, Inc., and MCA-TV, Ltd. The three firms whose officials have now agreed to appear were listed as Entertainment Productions, Inc., Official Films, Inc., and Television Programs of America, Inc.

TOA Request

(*Continued from page* 1)

TOA report yesterday, said he plans to hold a press conference shortly to explain his subscription television viewpoints and his statement made recently in Hollywood. The MPAA head said that he also was aware of the TOA report and the position taken on the situation by the Committee Against Pay-As-You-See TV.

'Face in the Crowd' a Standout in N.Y. Bow!

Elia Kazan's "A Face in the Crowd" captured New York last night at a "Your Favorite Charity" world premiere at the Globe Theatre, with a galaxy of celebrities from all walks of life turning out for the occasion. Unusual feature of event was fact that ticket-holders were enabled to designate their contributions for charities of their own choice. Gala festivities were accorded extensive TV, press and radio coverage. Warner Bros. release of the Newtown production, which stars Andy Griffith and Patricia Neal, was premiered simultaneously in Chicago and Los Angeles. Film, which was directed by Kazan from screen play by Budd Schulberg, begins its regular run at the Globe Theatre this morning.

pyros P. Skouras (left), president of 20th Century-Fox; Mrs. Skouras and Ben-
amin Kalmenson, Warner Brothers executive vice-president, are shown as they
ntered the Globe Theatre prior to last night's performance.

udd Schulberg (left), author of the screenplay for "A Face in the
rowd"; Andy Griffith, who stars in the picture, and Elia Kazan, who
roduced and directed.

In the lobby of the Globe are here shown, left to right, Roy Haines, WB general sales manager; Bernard R. Goodman, company executive, and Mrs. Goodman; Karl Malden and Mrs. Malden.

ed Buttons and Mrs. Buttons shown as
hey arrived. Buttons is featured in Warner
rothers' forthcoming "Sayonara," starring
arlon Brando.

BUDD
SCHULBERG'S

John Roosevelt and Mrs. Roosevelt stop for the photographer momentarily as they arrive at the theatre for the event.

Among the notables attending the gala affair were, left to right, Jack Mintz, of the Trans-Lux Corp.; Harry Brandt, head of Brandt Theatres and treasurer of the "Your Favorite Charity" affair, and Mrs. Mintz.

Cinemiracle Is Here On Full Rigged Ship

By JAMES R. IVERS

The 667-ton, 212-foot full rigged ship "Christian Radich" homeward bound to Oslo, sailed into New York harbor — sailed that is — yesterday morning. She was greeted by a fleet of hooting tugs, carrying a corps of 100 newsmen and photographers, fireboats, a Norwegian Navy cutter and about a dozen hovering helicopters.

The newsmen, photographers, newsreel and television men were attracted by the ageless glamor of the sea—the "Christian Radich," one of the last of the full rigged ships still sailing, is a training ship for the Norwegian Merchant Marine — but they could not help but know that this ship represented not only something old but something brand new. Mounted on her foredeck was a 700-pound triple camera shooting scenes for "Cinemiracle Adventure" which Louis de Rochemont is producing for National Theatres in a process developed under the leadership of Elmer Rhoden.

Follows Historic Routes

De Rochemont and his camera crew have been with the ship since she left Oslo December 8, 1956, with her crew of 42 teen-age cadets, her veteran Captain Yngvar Kjelstrup, and four young Norwegian actors who are the stars of the picture but who are signed on as crew as well. The picture will be the story of the voyage of the "Christian Radich" from Oslo to Madeira, along the track of Columbus to the West Indies, along the North American coast and back to Oslo on the route followed, as far as can be determined, by Leif Eriksson in the year 1000.

In Trinidad the three-lens, electronically focussed camera which by the use of mirrors has a field covering an included angle 146 degrees wide by 55 degrees high, shot United States submarines in action and was mounted in a waterproof housing and lowered over the side for undersea shots.

Industry's Sea-Dogs Efficient

All these facts were made conveniently available to the extraordinarily large press corps by Jim Hardiman, Ben Kornzweig, Ron Hobin and Chuck Cochard of the de Rochemont and National Theatres offices who scheduled and ran the affair with clock-like efficiency, down to and including the weather which was sunny and the wind which was blowing at 22 knots (nautical for 28 miles an hour). On hand also was Robert Rothafel, managing director of the Roxy theatre and an old sailor himself, with four girls from the Roxy ice show, a gesture which did much for the morale of the crew of the tug "Barbara Moran."

Captain Kjelstrup, with 55 years of the sea in his blue eyes, said he liked sailing for the movies fine but he'd rather just be sailing.

REVIEW:

Fire Down Below

Warwick-Columbia—CinemaScope

"FIRE DOWN BELOW" starts out as if it were going to be a Rita Hayworth melodrama in the mold of "Gilda" and "Affair in Trinidad"—although with three innovations that are important from a box office standpoint. First of these is the employment of two leading men instead of one—Robert Mitchum and Jack Lemmon, both of whom have large fan followings of their own. Secondly, the picture has been photographed in CinemaScope and Technicolor, which allow for greater appreciation of the scenic beauties of Trinidad and Tobago, where it was filmed. And thirdly, Miss Hayworth and the "Stretch" Cox Troupe of dancers do some frenetic calypso numbers, which afford exhibitors the opportunity to exploit that current dance craze.

The plot elements are fairly standard, however—at the beginning, at least. Miss Hayworth once again plays a woman of mystery who arrives on the scene complete with a shady past and the explanation that she is sought by the police of two continents. Mitchum and Lemmon are a couple of beachcombers who own a small boat which they occasionally use for smuggling purposes, so they are not averse to employing it for transporting Miss Hayworth illegally to Santa Nada. This leads inevitably to a brutual fist fight over the lady between the men and further disruption of their friendship to the point at which Mitchum betrays Lemmon to the Coast Guard when the latter goes out on a smuggling job on his own.

THEN ABRUPTLY—about half way through—the picture switches its format and mood from routine melodrama to intense realism. Lemmon, who has escaped the Coast Guard and signed on a freighter as a sailor, is pinned down in the wreckage of the hold when it collides with a liner. In a long and harrowing sequence, which has been brilliantly handled by the director, Robert Parrish, the efforts to rescue Lemmon are graphically shown. Adding to the tension is the fact that the ship is on fire at its opposite end and is expected momentarily to blow up. Parrish has caught all the physical excitement of this situation with ingenious attention to detail, and Lemmon projects the personal agony with great force. It makes for a thrilling episode that is guaranteed to have the audience chewing on its nails.

In the end melodrama takes over again; Lemmon is rescued but loses Miss Hayworth to Mitchum. However it is Lemmon who easily walks away with the picture's acting honors. Miss Hayworth is not so vivacious as she has been in the past, and Mitchum gives a routine performance.

The screenplay was written by Irwin Shaw from a novel by Max Catto. Irving Allen and Albert R. Broccoli produced.

Running time, 116 minutes. General classification. Release, in July.

RICHARD GERTNER

Paramount's Canadian Meet Opens Tomorrow

Special to THE DAILY

TORONTO, May 28—The annual sales convention of Paramount's Canadian division will be opened Thursday at the King Edward Hotel here by Gordon Lightstone, general manager. It will continue through Friday, with product, sales policies and release dates up for discussion.

Jerry Pickman, Paramount vice-president in charge of advertising, publicity and exploitation; Charles Boasberg, worldwide sales head for Cecil B. DeMille's production of "The Ten Commandments," and Oscar A. Morgan, executive in charge of group sales on that picture, will come from New York to attend the Canadian convention.

Legion Puts 'Nana' in Condemned Category

The National Legion of Decency announced yesterday that it has placed the French film "Nana" in its Class C or "condemned" category.

The Legion statement explained its objection to the film as follows: "This picture, in the story it tells, seriously offends Christian and traditional standards of morality and decency." "Nana" is being released in this country by the Times Film Corp.

'Bus' Openings Today

More than 175 key Memorial Day weekend engagements have been set for 20th Century-Fox's "The Wayward Bus," starting today with simultaneous openings in 15 major cities.

Fox Increases

(Continued from page 1)

chandising program at a home offi meeting of all division and distri managers.

Harrison said that increased prin of the CinemaScope version of "O lahoma!" would enable theatremen as many different situations as po sible to present it during the Jun September period. He also advise his sales force that Darryl F. Zanuck "Island in the Sun" will be mac available to 300 key theatres coast-t coast during the first two weeks release starting June 12.

'Hunter' Campaign Planned

A similar saturation campaign, a cording to the sales manager, is al planned in August for "Will Succe Spoil Rock Hunter?" Harrison al told the assembled sales executiv that producer Jerry Wald and direct Leo McCarey will personally make tour of key cities meeting exhibito and the press in conjunction with the production of "An Affair to Remen ber."

Commensurate advertising, pul licity and exploitation campaigns c the 16 summer releases were en merated by vice-president Charl Einfeld and members of his depar ment.

Attending the sessions were Georg P. Skouras, president of Magna Th atre Corp.; Edward K. O'Shea, Magn sales manager; 20th division ma agers, Martin Moskowitz, Glenn No ris, Harry Ballance and Herma Wobber. Eight district managers a tended.

---

18 Hub Houses

(Continued from page 1)

American Theatres Corp., which o erates the Mayflower and six or mo of the participating outlying theatre Pinanski for months has urged di tributors to experiment with day an date bookings of top product for d sirable theatres in outlying growt areas in conjunction with downtow first run showings.

It is Pinanski's contention that th industry must adopt more up-to-dat marketing methods, such as those em ployed by other retail businesses v conveniently located shopping ce ters, if it is to succeed in regainin any large segment of its lost audienc

Approximately 18 theatres hav have been lined up for the area pr miere of the picture here and mo may be added later.

Joseph Franklin Dies

MIAMI BEACH, Fla., May 28. Joseph M. Franklin, president of t Franklin & Herschorn circuit, S John, N. B., and associated with th Canadian industry since 1912, died a his winter home here last Saturda Franklin opened his first theatre i Port Arthur, Ont., in 1912 and entere the Maritime provinces in his fir venture as a film exhibitor in 191 with his first theatre in Halifax.

All
the News
That
Is News

MOTION PICTURE DAILY

Concise
and
to the
Point

OL. 81, NO. 105 — NEW YORK, U.S.A., FRIDAY, MAY 31, 1957 — TEN CENTS

ongress Report

rder USIA ot Compete ith Firms

tipulation Included in ppropriations Bill

By J. A. OTTEN

WASHINGTON, May 30 – The S. Information Agency is now un-er Congressional orders not to uplicate or compete at home or road with any private motion pic-re, news or photo firms. Language this effect is included in the House-enate report on the agency's ap-ropriations bill for the coming fiscal ear starting July 1. Both House and enate Wednesday approved and sent the White House the bill, which ould cut U.S.I.A. 33 per cent below s budget request.

The bill would give U.S.I.A. $96,-

(*Continued on page* 2)

Last Blind-Checking Bill Fading in S.C.

The last anti-blind checking bill nown to be in existence in a state gislature still in session is in South arolina, where the legislative ball as started rolling for the first time st year.

A modified anti-blind checking bill as been made law in Texas, and a tronger measure in Arkansas. An-ther failed to become law in Okla-

(*Continued on page* 7)

TRADEWISE
on page 2

Television Today
on page 6

N. Y. Police Prohibit Amplified Interviews, Other Activities at 'Face in Crowd' Premiere

New York police, who periodically tighten up regulations governing theatre premiere activities that draw large crowds and interfere with traffic, refused to permit celebrity lobby interviews and band music to go out via public address system to a waiting crowd of between eight and 10,000 people gathered in front of the Globe last Tuesday night for the premiere of Warners' "A Face in the Crowd."

Martin Starr, station WOR Hollywood commentator, had been engaged by Warners as m.c. for the lobby part of the premiere program, and newspaper ads had promised the public celebrity interviews and descriptions. At the last minute, police refused permission for the p.a. system use outside the theatre, although crowds had gathered. Warners paid Starr's fee, regardless.

In recent weeks police also imposed restrictions on outside-of-theatre premiere activities at the Roxy, Capitol and Victoria, affecting use of searchlights, bands and p.a. systems, indicating possible new policy on anything which attracts crowds and affects traffic in the Times Square area.

House-Senate Conferees Save Film Department

From THE DAILY Bureau

WASHINGTON, May 30 – House-Senate appropriations conferees have agreed to provide funds to keep in operation the industry divisions of the Commerce Department's Business and Defense Services Administration.

These divisions, which include the motion picture branch headed by Nathan D. Golden, serve as liaison offices between Government and industry. The House, in acting on the Commerce Department's appropriations for the coming fiscal year, had cut out all funds for the industry divisions. The Senate voted to restore

(*Continued on page* 7)

MPEA Hears Reports On Formosa and Spain

The board of directors of the Motion Picture Export Association at a meeting here earlier this week, was apprised of current market conditions and negotiations for film sales throughout the world, according to an MPEA official.

The MPEA directors heard a progress report on negotiations in Spain and a status report on sales of American product to East European nations. Also, they received a report

(*Continued on page* 7)

Report on TV Monopoly Slated by House Group

From THE DAILY Bureau

WASHINGTON, May 30–A House judiciary subcommittee will make public in the next week or two its report on its 1956 investigation of monopoly problems in the television industry. The subcommittee finished work on the report late Wednesday, and officials said final publication would depend on the mechanics of getting the present drafts corrected and printed.

Mexico City Grosses For 1956 'Best Yet'

Special to THE DAILY

MEXICO CITY, May 30 – Local motion picture theatre exhibitors had the best year in their history in 1956 when grosses totaled $14,750,285, official figures just released show. There are 133 theatres presently in this area.

The record gross, which compares with $12,774,657 in 1955, is considered all the more significant by the trade because of the ceiling on theatre admission prices in effect since December, 1952. The 1956 gross was provided by 78,475,115 patrons. The city's population is 4,500,000.

May Meet June 19

Compo Board Will Weigh Allied Return

List Both Sides' Proposals; Differ on Management

Consideration of the return of Allied States to membership in Compo is expected to be high on the agenda of the next meeting of the latter organization's executive committee, tentatively scheduled to be held here June 19.

Allied's reentry into Compo appeared assured after all but one or two of its regional affiliates had approved the move and meetings between Allied officials and a Compo negotiating committee had discussed the former's views.

However, at the recent Detroit

(*Continued on page* 6)

New Selling Methods Needed: Kerasotes

Special to THE DAILY

NASHVILLE, Tenn., May 30.–The motion picture industry must counter competing factors for the public's attention on entertainment with new methods of selling both on the national and local level, George Kerasotes, chairman of the executive committee of Theatre Owners of America, told the annual meeting of

(*Continued on page* 7)

To Meet Next Week on Business Plan Funds

Representatives of distribution and exhibition are expected to meet some time next week to arrive at a mutually agreeable system for collecting funds to finance the joint industry business building program.

A. Montagne, chairman of a dis-

(*Continued on page* 6)

A SOL C. SIEGEL PRODUCTION
BING CROSBY IN MAN ON FIRE
FROM M-G-M
ADVERTISED IN THE JUNE ISSUE OF Redbook
• Over 7,000,000 Primary Readers
THE MAGAZINE FOR YOUNG ADULTS

PERSONAL MENTION

CHARLES C. MOSKOWITZ, Loew's, Inc., vice-president and treasurer, will return to New York at the weekend from Miami.

•

WALTER READE, Jr., president of Walter Reade Theatres, and MRS. READE returned to Oakhurst, N. J., yesterday from Europe.

•

MYRON MILLS, vice-president of Screen Gems, will leave here on Monday for upstate New York.

•

ANDREW STONE, M-G-M producer, has arrived in New York from Hollywood.

•

GEORGE E. LANDERS, Hartford division manager for E. M. Loew's Theatres, has become a grandfather for the fourth time with the birth of a boy in Burlingame, Cal., to his daughter, MRS. BEN VICAS.

•

MARY Q. BERSTROM, manager of the Selma Theatre, Republic, Wash., was married there to ROBERT E. PIPKIN.

•

FORTUNAT BARONAT, Universal Pictures foreign publicity director, returned to New York yesterday from France.

•

LES PETERSON, of the M-G-M studio radio-TV staff, has arrived in New York from the Coast.

Personal Managers Form New Unit on Coast

From THE DAILY Bureau

HOLLYWOOD, May 30.—William Loeb announced today the formation of a conference of personal managers "to provide better understanding of the functions of personal managers, establish a code of ethics, clarify and improve relationships between managers and clients and other elements of the entertainment business."

Loeb, a partner in the firm of Gabbe, Lutz, Heller and Loeb, said "every major craft in the field has a self-governing body. The personal manager is playing a greater and greater part in the development and presentation of talent. His services are specific and highly skilled, and horizontal organization is now necessary."

Loeb, elected president of the conference of personal managers by its 20 founding members, said a similar organization is under discussion in New York.

TRADEWISE

By ONLOOKER

AFTER the famine the feast. Comes now the season of abundant summer releases. In the next couple of months, everyone's best will be competing with everyone else's best, following a couple of months during which only a minimum of top quality pictures were put on the market. . . . Despite all the missionary work that Leonard Goldenson, Ed Hyman and others have done in the last few years to encourage an even flow of strong attractions throughout the year, the industry is no nearer than before to an orderly spacing of releases. . . . As Sol Schwartz told the industry's advertising-publicity executives at the recent annual Quigley Showmanship Awards luncheon, the RKO circuit has had a starvation program diet of reissues this spring, yet when distributors do set an occasional top film for spring or fall release, the theatres usually manage to come up with good business for them. . . . A recent inspection of bills being offered by New York neighborhood theatres revealed a preponderance of science-fiction and horror film double features, along with foreign films and reissues. Against such competition, why wouldn't a top quality film do as much or more business as it will be able to do against every company's strongest competition a month, or two months from now?

FRANKLY, some exasperated exhibitor acquaintances of this department urged the foregoing upon us. We'd no sooner parted company with them than a distributor friend demanded why it is that some exhibitors will criticize distributor efforts to make urgently needed distribution economies, will do everything in their power to prevent or obstruct modern, streamlining measures, will even go so far as to complain to the Department of Justice about the deal by which Universal assumed the selling and distribution of RKO pictures, and yet, when they feel the need for economy, will be the first to join a buying-booking combine, thereby further reducing the need for salesmen and increasing the pressure for more distribution economies. . . . Well, why?

THE U. S. RUBBER CO. is that proud of Trilok, otherwise known as its "3-D upholstery fabrics" for theatre chairs, "designed to make it possible for patrons to sit comfortably through three-hour epics." U. S. Rubber says Mike Todd ordered it for his Cinestage Theatre in Chicago which he outfitted for occupancy by his "Around the World," etc. Predicts the longer pictures get, and the more of the longies there are, the bigger will be the demand for Trilok, the seat for tired seats. . . . . It isn't three-hour epics that make ours tired. It's more likely to be things like Fred Sparks' aside in his recent story in Scripps-Howard papers about misguided New York youth extending a hero's welcome to racketeer Frank Costello when he was sprung, momentarily, from Riker's Island city prison recently. "Next thing we know," gratuitously interposed the writer, "Costello probably will be immortalized by Hollywood on the widest possible screen (in blood-red and black) and Jimmy Cagney or Edward G. Robinson may play Frankie.". . . . You would think it had been Hollywood, and not the newspapers, that gave Costello all his publicity, with consequences of the kind Sparks now sanctimoniously bewails. Should Hollywood ever do a Costello story, which isn't too likely, its producer will have both the general principles and the particular applications of the Production Code pertaining to crime treatment serving as restrainers against the very thing Sparks has in mind, which is more than most newspapers have to consider when reporting crime. . . . News item: Following a recent statement by President Syngman Rhee, South Korea banned U.S. movies showing the killing of American Indians by early American white settlers.—Okay to continue showing palefaces being scalped by Injuns, Syng?

USIA Ordered

(*Continued from page 1*)

200,000, an amount $47,800,000 below the budget request of $144,000,000. The figure is also $16,800,000 below the $113,000,000 the agency has available this year.

This means that sharp cutbacks in the agency's operations, including the motion picture division, will be needed. Congress left it up to the agency to divide the new appropriations up among the different media. Under the original $144,000,000 request, the film division would have received $9,446,000, compared with $7,004,320 this year. That film operations will have to be curtailed considerably is indicated by the fact U.S.I.A. estimated that under the original House decision to give the agency $106,100,000 – almost $10,000,000 higher than the final figure—the film branch would have been cut back to $6,369,000.

77th COMPO Ad Cites Catholic Film Article

The 77th in the series of COMPO ads reprints excerpts from an article in "Our Sunday Visitor," a Roman Catholic publication which, after analyzing the reports on American-made films by the Legion of Decency, finds that the vast majority were morally unobjectionable. "The record," says the publication, "speaks well for both the Legion and the industry."

The ad, which will appear in "Editor & Publisher" on June 1, quotes from the article: "if the Legion hinders art, the country's toughest judges of cinematic art are wrong. The New York film critics, in their year's best film choice for the past 22 years, have chosen no C (condemned) films . . . and only a half-dozen B's (objectionable in part). Nine of the 1956 top 10 choices of both the "Times" and "Daily News" critics were Legion-rated as morally unobjectionable."

Masterson Mass Set

A fourth anniversary mass for the late Very Reverend Monsignor Patrick J. Masterson, former executive secretary of the National Legion of Decency, will be offered in The Lady Chapel of St. Patrick's Cathedral on Tuesday, June 11, at 9 A.M.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
GREGORY PECK • LAUREN BACALL
IN
"DESIGNING WOMAN"
In CinemaScope and METROCOLOR
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

the next **big one** from 20th

DARRYL F. ZANUCK'S

ISLAND IN THE SUN

by Alec Waugh

CINEMASCOPE

COLOR by DE LUXE

a motion picture destined
for a permanent place among
the memorable and lasting achievements
of the screen...

in the tradition of

how green wa
the grapes of wrat
gentleman's agreemen

2

the producer

DARRYL F. ZANUCK

the only three-time winner of both the Academy Award and the Thalberg Memorial Award!

the director

ROBERT ROSSEN

the man who made "Alexander the Great" and Academy Award winner "All the King's Men"!

the screenplay by

ALFRED HAYES

from the great best-seller by Alec Waugh

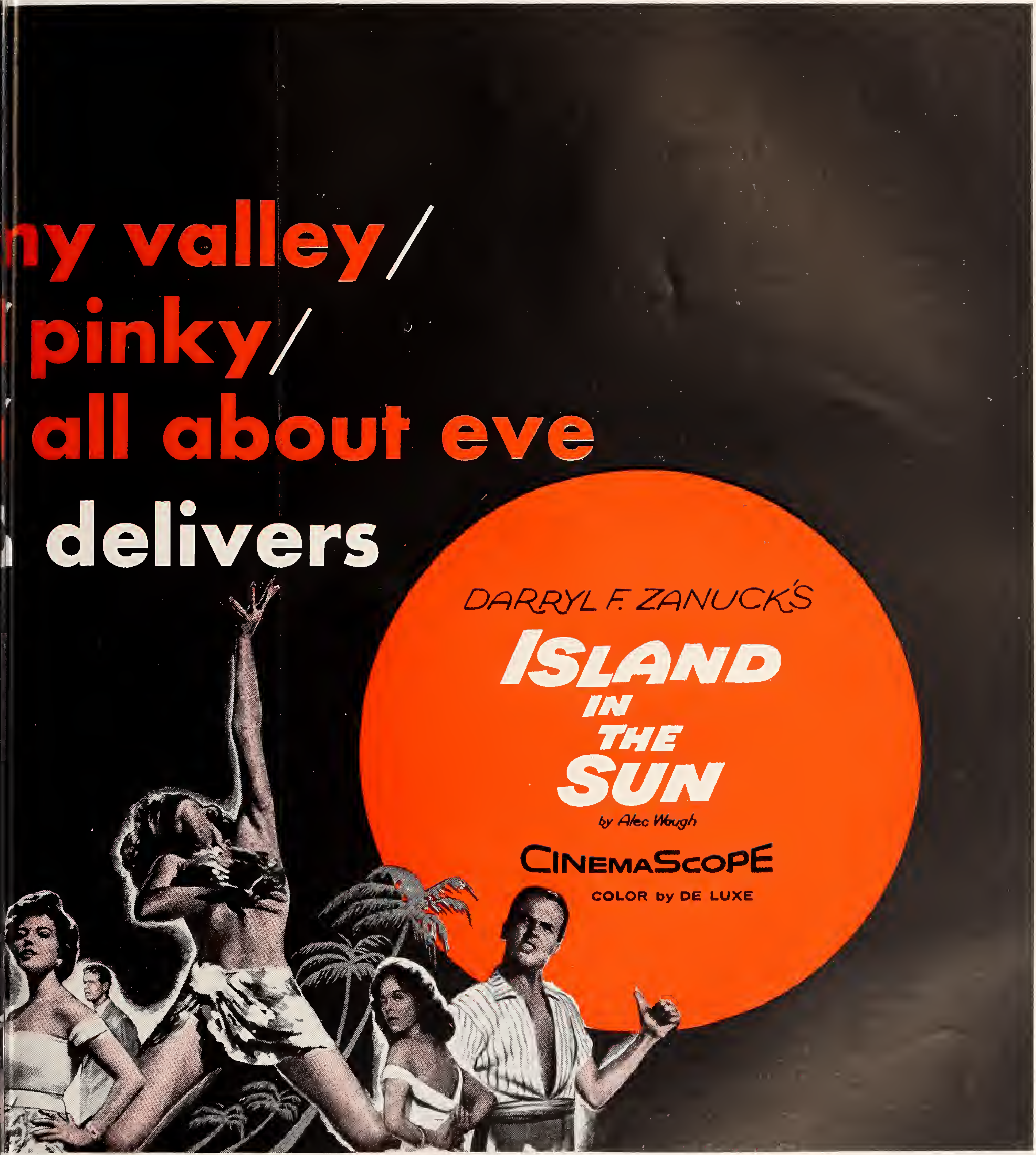
the place is

THE WEST INDIES

where the sun hides many things

the stars

James MASON · Joan FONTAIN


ny valley/
pinky/
all about eve
delivers
DARRYL F. ZANUCK'S
ISLAND IN THE SUN
by Alec Waugh
CINEMASCOPE
COLOR by DE LUXE

Dorothy DANDRIDGE · Joan COLLINS · Michael RENNIE

DIANA WYNYARD · JOHN WILLIAMS · STEPHEN BOYD · BASIL SYDNEY · PATRICIA OWEN

and co-starring Harry BELAFONTE
as BOYEUR

RELEASED BY 20th CENTURY-FOX

Television Today

Who's Where

William S. Morgan, Jr., has been elected vice-president in charge of programming for the American Broadcasting Co. Radio Network.

☐

James T. Aubrey, vice-president, programming and talent of ABC Television Network, has been appointed Vice Chairman of the activities committee of the New York Chapter of the Academy of Television Arts and Sciences.

☐

Bernard Goodwin, president of the DuMont Broadcasting Corp., has announced the following appointments: **Mrs. Mary McKenna** as director of research and sales development, **David Yarnell** as director of public relations, and **Kenneth Klein** as director of advertising for the DuMont Broadcasting Corp.

☐

The appointments of **Paul Scanlon** as resident auditor, CBS, Inc., and **Frank Townley** as chief auditor, CBS Television, Hollywood, effective immediately, were announced by **Norman DuFrane,** general auditor of CBS, Inc. and **James V. Melick,** director, West Coast Finances, CBS Television Network.

☐

Karl von Schallern has been appointed account executive for A.A.P., Inc., it was announced by **W. Robert Rich,** general sales manager.

☐

Associated Screen News Limited has promoted **R. Pitt-Taylor**—a 30-year veteran of Canadian film production—to the position of television production manager in A.S.N.'s Montreal studios. Also promoted was **Bill Wilcox,** who has been named A.S.N. art director, replacing **Jack Dunham** who recently resigned from the company.

☐

Robert L. Heald has resigned as chief attorney for the National Association of Radio and Television Broadcasters to become a partner in the Washington law firm of Spearman and Roberson, effective June 24.

☐

The appointment of **L. Byron Cherry** as vice-president—finance and management services of the Columbia Broadcasting System, Inc. was announced by **Frank Stanton,** president.

FASTER! BETTER!
SPECIAL TRAILERS
FILMACK 'NUF SED!
1327 S. Wabash Chicago • 630 Ninth Ave. New York

NBC Gives 450 Hours For Armed Forces Use

The National Broadcasting Company has donated to the Armed Forces a total of more than 450 hours of new programming for use on the 23 television stations at U. S. outposts abroad. The programming, consisting of more than 6,000 prints, is the largest single block of programs ever made available by any network for such a purpose.

The donation was announced jointly by Brig. General C. A. Roberts, USMC, director of the Department of Defense's Office of Armed Forces Information and Education, and Robert W. Sarnoff, president of NBC.

Uphold FCC Decision on Jacksonville Station

From THE DAILY Bureau

WASHINGTON, May 30. — The U.S. Court of Appeals has upheld the Federal Communications Commission's decision to award a Jacksonville, Fla., television station to Florida-Georgia Television Co., Inc.

Florida exhibitors Mitchell Wolfson and Sidney Meyer and Wolfson-Meyer Theatre Enterprises hold stock interests in the firm. The FCC award was challenged by the Jacksonville Journal, which wanted the channel itself, but the appeals court refused to set aside the commission decision.

Abbey Players' Short

DUBLIN, May 29. (By Air Mail). —Louis Elliman has completed a short feature made by him in conjunction with Emmet Dalton, formerly of Paramount, and designed primarily for sale to television. It features the Abbey Players and although made especially for TV it may also be sold as a supporting picture to theatres. If the venture is successful, Elliman intends to produce others under a continuing arrangement he has made with the Abbey Players.

Three Join NTA

Three broadcasting industry veterans have joined the executive staff of the NTA Film Network, Raymond E. Nelson, vice-president and general manager, has announced. Alma F. Graef has been named director of sales services; Lynn Cleary Christenson, assistant to Nelson, and Joseph Schackner, assistant to the director of station relations.

'Tarawa' for Schneer

HOLLYWOOD, May 30 — Charles Schneer will produce "Flag over Tarawa," by Richard Alan Simmons, as the first under his Morningside contract with Columbia Pictures.

Compo-Allied Pact Weighed

(*Continued from page 1*)

meeting of the Allied board of directors at which decisive action was scheduled to be taken, a vote was deferred with Allied explaining that new considerations, not discussed with the Compo negotiating committee, had been called to its attention by the Compo triumvirs. No elucidation was made.

However, it is learned that the Compo triumvirs, Samuel Pinanski, Abe Montague and Robert W. Coyne, at about that time informed Allied that the following proposals, among others, would be presented to the Compo executive committee at its next meeting:

Three Suggestions Made

1) To elect four members to the governing committee in place of the current triumvirate, thus giving representation to Allied and, at the same time, retaining Coyne along with the representatives of distribution and Theatre Owners of America, on Compo's top executive board;

2) To replace the present unanimous voting requirement, in which a dissent by any Compo member is equivalent to a veto, to a provision for simple majority voting;

3) To define Coyne's tenure as chief administrative officer by term or contract.

Allied's proposals included one for the selection as soon as practicable of an executive vice-president of Compo from government service or the like, the man to be of national prestige and recognized stature.

With Allied having been an outspoken critic of Coyne's heretofore, it was plain that Allied did not fe that Coyne filled the requirements was specifying.

Another Allied proposal was th the Compo staff be restricted to wo under the supervision and authori of the triumvirate. This propos would continue the triumvirate an presumably, would force Coyne fro that body to make room for an Allie representative. Coyne and staff ther after would be restricted from initia ing independent action of any kin on behalf of Compo, such as the co tinuing effort to have the final 10 p cent Federal admission tax on ticke above 90 cents removed, which sparked by Coyne and his limited sta

Would Scan Budget

Other Allied proposals call for a r quirement that more frequent mee ings of the executive committee held, that agendas be sent out in a vance of the meetings, and that t triumvirate and executive committ examine the budget for possibilities more economical operation.

Compo members say there is objection to the latter proposals tha in fact, they are regarded as very d sirable if they are not already bei done. How successful or meaningf they can be, it was said, depends e tirely on how much Compo membe are willing to cooperate.

The executive committee meeti is planned for June 19 because mo members of the group will be in Ne York that day for the Abe Montag testimonial dinner here in tribute his work for the Will Rogers Memori Hospital at Saranac Lake, N. Y.

Vogel Signs the Stones For 'Site Productions'

From THE DAILY Bureau

HOLLYWOOD, May 30 — Joseph R. Vogel, president of Loew's, Inc., has announced the signing of Andrew and Virginia Stone to write-produce-direct three features for M-G-M, in their special "site production" technique using actual settings instead of a studio.

Stone is now in New York to make "Third Rail."

Miss Hayward to AAP

HOLLYWOOD, May 30 — Associated Artists Productions, Inc., has signed Susan Hayward to star in "Between Thunder and Sun," by Guy Trosper and James Hill. The picture starts in October. Release has not been set.

'Wink' Starts June 12

HOLLYWOOD, May 30 — Production work on "Wink of an Eye" starts June 12 at the Goldwyn studio for United Artists release. It is an Ivar Productions project, directed by Winston Jones for producer Fernando Carrere.

Business Plan

(*Continued from page 1*)

tribution committee, will meet wi Ernest G. Stellings, president of The tre Owners of America, and other e hibitor leaders to discuss the progra

Stellings presented a proposal f raising $2,800,000 by a levy on e hibitor film rentals which would collected by the distribution comp nies. However, a number of sal managers have reported that this pla is unsuitable due to the involved a ditional billings and collections.

Seek Dollar-for-Dollar Matching

The meeting, reported to be for la next week, would determine a pl for collection of the exhibition sha for financing the plan. The distrib tors propose to match exhibition co tributions dollar-for-dollar.

B. Kamber's Mother

Rose Mielziner Kamber, mother Bernard Kamber, head of the Easte office of Hecht, Hill and Lancast died Wednesday at the age of 85 aft a long illness. Funeral services w be held today at 1 P.M. at the Pa West Memorial Chapel here.

New Methods

(*Continued from page* 1)

ie Tennessee Theatre Owners at the ermitage Hotel here.

Kerasotes, speaking on the outlook r the present motion picture thea-e, said, "our basic problem today not economic, with wages, earnings, d employment at our highest levels, t mostly sociological, the advent of her factors competing for leisure me.

Hits Films-to-TV

"It is my opinion that the greatest ngle factor competing for the leisure me of our motion picture audiences re the movies on free television. We re reducing movie audiences at the ox office and increasing them at the V set.

"The motion picture industry to rvive must change its ways of doing usiness. We are no longer in that nviable position of being sought after y the mass buying public. Our pic-ures and players are not the subject f everyday conversation as they were our early history. Consequently, e must change our present methods f communications to stimulate our eclining attendance," the exhibition ader said.

Calls for United Effort

Kerasotes asserted it is imperative we determine the cause of this fail-re or inevitably the supply of mo-ion pictures without its just remun-ration will be further reduced and urtailed. No one film corporation, or group of film corporations, nor ne exhibitor, nor one group of exhibi-ors can single-handedly approach his gigantic and enigmatic problem, s it is a problem that all segments f the industry, by hard work and nited effort, must resolve by devel-ping a sustaining all-industry pro-ram to increase theatre attendance.

"The old adage that nothing is vrong with our business that a good picture can't cure, is no longer true f our business, as many good and en-ertaining motion pictures are not suc-essful at the box office. We must ccept the challenge now and without urther delay resolve our future xistence or perish as showmen.

Sees Consolidation Imperative

"If we want our industry to stay head and be the leader in the com-etitive field of leisure time, we must onsolidate all segments of our indus-ry in a unified public relations and dvertising program," Kerasotes de-lared, referring to the all-industry business building program as a means nd nucleus.

House-Senate Confab

(*Continued from page* 1)

some money—though not the full budget request—for this program, and House-Senate conferees agreed to go along with the Senate decision on this point. So the industry divisions will keep operating, though the scope of their operations may have to be curtailed.

REVIEW:

The Delicate Delinquent

Paramount—VistaVision

HOLLYWOOD, May 30

THE ANSWER IS emphatically "yes" to the question of whether Jerry Lewis is capable of delivering a highly entertaining film "on his own." His initial effort is to be construed as a message picture, designed to reach the reasoning powers of delinquents, and impress those who attempt to find a key to reformation of young and troubled minds. The connotation of Jerry's zany portrayal of "a nobody, who wants to be somebody," becomes an obvious instrument of high morality; and a fine opportunity for exhibitors to cash in on a public service-entertainment attraction.

Don McGuire, writer-director of the film, which Lewis produced, has integrated scenes tailored to the wide range of the serio-comic's talent.

Darren McGavin furnishes strong support to Lewis as a police officer dedicated to the adjustment of juvenile delinquents. Other names in the likable cast include Martha Hyer and Horace McMahon. An outstanding performance is delivered by Robert Ivers, newcomer, who symbolizes the leadership of "rat-pack delinquents."

McGavin selects Lewis as a "guinea pig" for his experiment in aiding delinquents to adjust themselves. Miss Hyer, a member of the city council, joins McGavin in his aim. Jerry decides he wants to become a policeman, and has his problems in preparation and training. McGavin helps him achieve this goal, after Jerry proves his mettle in a street fight with some of the delinquents, who formerly threatened him. Ivers clinches McGavin's confidence in Lewis, as he indicates his disgust at playing leader of the gang.

Running time, 100 minutes. General classification. Release, in July.

SAMUEL D. BERNS

Daniel Resigns Post As AFM Local 47 Head

From THE DAILY Bureau

HOLLYWOOD, May 30.—Eliot H. Daniel, president of Local 47, American Federation of Musicians, in Los Angeles, has resigned in protest against a resolution introduced at a membership meeting this week requesting an investigation of the AFM by the Senate Select Committee on Improper Activities in the Labor or Management Field.

Rejected by Members

The resolution was rejected later by the members, but Daniel did not rescind his resignation.

Daniel's administration has been criticized by some members of the local as being "too soft" in negotiations. It was these inferences, ending in the investigation resolution, that led to his resignation.

Friction between Local 47 and its parent union has been one source of dissension within the local. Local 47 has disagreed over AFM policies concerning the Music Performance Trust Fund, representation in contract negotiations and ratification and re-use and royalty payments in record and theatrical and TV films.

New Filmack Trailer

Filmack Trailer Co. has recently released a new "business booster" trailer in answer to exhibitor requests for a trailer aimed at building theatre attendance. It is available to indoor and drive-in theatres, and runs 40 seconds.

MPEA Hears

(*Continued from page* 1)

from Formosa, in which it was explained that the current political riots there had no effect on the industry there.

The board approved a cost-of-living wage adjustment in Chile, which was recommended by the local managers there, and discussed an Indonesian remittance report. The directors were informed that overseas representative Charles Egan has arrived in Pakistan to open the negotiations there for a new film agreement and that Irving A. Maas, MPEA vice-president, and overseas representative Leo Hochstetter, have arrived in Manila to meet again with Philippine officials on a new film agreement.

The MPEA postponed talks on participation in film festivals and the Egyptian situation until next week.

Blind Checking Bill

(*Continued from page* 1)

homa this week when the legislature adjourned without passing the bill which had been introduced there.

Sponsorship of the Texas and South Carolina bills was traced to exhibitors who had become members of the state legislatures. However, the bills did not have full exhibitor support. Some drive-in operators in Texas backed the measure there while numerous other state exhibitors opposed it. In South Carolina, the Theatre Owners of North and South Carolina are not supporting the measure. The legislature will adjourn there soon with little prospect of the bill being passed.

The first anti-blind checking bill to be introduced died in the South Carolina legislature last year. It was reintroduced this session and is pending.

First word that Arkansas had enacted the measure two months ago was given to a Motion Picture Association of America legal and legislative representative by the sponsor of the South Carolina measure only last week. Likewise, word that the Oklahoma bill had died as the session ended was flashed to MPAA headquarters this week by the organization's observer there.

PEOPLE

Cecil B. DeMille today will receive from Brigham Young University, Provo, Utah, the degree of Doctor of Letters honoring him as "producer of many of the world's greatest motion picture classics." In his commencement address, he will discuss "Law, Liberty and Light."

□

Richard H. Roemer has resigned as a member of the Columbia Pictures legal department to join the legal staff of American Broadcasting Co.

□

Elia Kazan, producer of "A Face in the Crowd," has received from the Brazilian newspaper film critics organization three "Apollos," the equivalent of Hollywood's "Oscars," for his earlier film, "East of Eden."

□

Lynn Farnol has been engaged as public relations consultant to the Authors League of America and its component organizations, the Authors Guild and the Dramatists Guild.

□

Donald Crisp, veteran character actor who in his earlier days was a director, on June 7 will have conferred upon him honorary life membership in the Screen Directors Guild of America.

□

Estelle Steinbach, Milwaukee theatre manager, has been honored by the Quota Club of that city with its achievement award for a professional woman.

Charles Stern, 62

CHICAGO, May 30 — Funeral services were held here for Charles Stern, a motion picture exhibitor for more than 30 years. He was 62 years of age when he died from a heart attack on Monday. Stern was co-owner of the Cinema and Austin theatres with his brother Henry. Joseph Stern, another of three surviving brothers, owns the Colony, Marquette and Highway.

Thank you, Mr. Exhibitor...

for helping to make our just completed sales drive the wonderful success it was.

We wish we could thank each of you personally for your splendid cooperation. That's impossible, of course. Instead, we are going to say "thank you" by providing you with money-making pictures and fair dealings. Just look at the list of our great pictures—all ready, all announced, and all to be pre-sold before they reach your theatre.

That planning is our "thanks."

Sincerely

C. J. Feldman

Vice President and General Sales Manager

JOE BUTTERFLY
Audie Murphy • George Nader
Burgess Meredith
Technicolor • CinemaScope

TAMMY and the BACHELOR
Debbie Reynolds • Leslie Nielsen
Technicolor • CinemaScope

JET PILOT
John Wayne • Janet Leigh
Technicolor

NIGHT PASSAGE
James Stewart • Audie Murphy
Technicolor • Technirama

The MIDNIGHT STORY
Tony Curtis • Marisa Pavan
CinemaScope

The LAND UNKNOWN
Jock Mahoney • Shawn Smith
CinemaScope

INTERLUDE
June Allyson • Rossano Brazzi
Technicolor • CinemaScope

RUN OF THE ARROW
Rod Steiger • Sarita Montiel
Technicolor

MAN OF A THOUSAND FACES
James Cagney • Dorothy Malone
CinemaScope

QUANTEZ
Fred MacMurray • Dorothy Malone
Eastman Color • CinemaScope

The UNHOLY WIFE
Diana Dors • Rod Steiger
Technicolor

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MOTION PICTURE DAILY

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VOL. 81, NO. 106 NEW YORK, U.S.A., MONDAY, JUNE 3, 1957 TEN CENTS

On Admissions

Hope Dims for Further Tax Cut This Year

Democratic Plans to Push Tax Relief Bill Postponed

By J. A. OTTEN

WASHINGTON, June 2.— Democratic plans to push an income tax cut reduction bill this year were set back severely last week, and with them was set back any industry hope for further admissions tax relief this year. Now it looks as though the industry will have to set its sights on 1958. At present the theatre tax applies to all admissions over 90c.

House Democratic leaders had

(*Continued on page* 3)

15-to-24 Years Is Top Audience: Weingarten

By FLOYD STONE

Lawrence Weingarten after 38 years in the business admits he doesn't know what makes pictures successful, but he suspects a few things these days at least, and he told

(*Continued on page* 3)

MPA Unit Meets Wednesday On Business Building Plan

The advertising and publicity directors committee of MPAA will meet here on Wednesday at the Harvard Club to hear reports from committee chairmen working on the business building campaign. Roger H. Lewis, advertising-publicity committee head, will report on his recent conferences in Hollywood also.

Television Today

Page 6

Johnston Finds U. S. Film Market Growing Constantly

The American motion picture industry's outlook for the future is good and it is prepared to move forward with the times by taking advantage of all potentials and turning them into actual box office admissions, according to Eric Johnston, president of the Motion Picture Association of America.

Johnston, in a statement in the MPAA's annual report which deals with the accomplishments of 1956 and a look into the future, declares that the combination of growing

(*Continued on page* 2)

Sees Continued Advance For U.S. Films Abroad

Despite the hazards of competition in world markets American film business should continue to grow abroad, Eric Johnston, president of the Motion Picture Export Association, says in the 1956 annual report of the organization released here at the weekend.

"Our product is still in demand by

(*Continued on page* 2)

Says 'Censorship' Dead In Ohio Two More Years

"Censorship is dead in Ohio for at least another two years," following adjournment of the Ohio Legislature last Thursday, Manning Clagett, MPAA State Legislative representative, announced here at the weekend.

Although the regular working session of the Ohio Legislature has officially ended the body does return for one day on June 6, it was stated. However, at this time they only consider bills that have been previously approved but vetoed by the governor.

The legislature then will not reconvene until January, 1959.

International 'Big Show' To Bow in London

M. Silverstone

An "international" version of 20th Century-Fox's CinemaScope product feature, "The Big Show," will have its European premiere June 28 at London's Carlton Theatre, it was announced at the weekend by Murray Silverstone, president of 20th's International and Intra - America Corporations. He will leave June 19, he said, to set up arrangements for the premiere and subsequent

(*Continued on page* 3)

Report Skiatron Deal Behind Baseball Moves to West Coast

A multi-million dollar subscription television deal, in which Matthew Fox, head of Skiatron TV, Inc. is a principal, was reported Friday to be the prime reason behind the possible moves to the West Coast of the Brooklyn Dodgers and New York Giants.

According to the unconfirmed reports, Fox's representatives have been holding talks with Mayor Norris Poulson of Los Angeles and franchise contracts have been under discussion. At the same time, it was said, talks are proceeding with San Francisco. The informant said that while the terms are still open for negotiation, it is likely that the contracts would extend for at least 10 years. He said further that the Dodgers would probably receive $2,000,000 per year, with Fox's firm telecasting all 77 home games in Los Angeles.

According to the report, "several technical problems" still have to be cleared up. Presumably, one of the major problems is the fact that the Federal Communications Commission has yet to authorize any of the three

(*Continued on page* 6)

14 Points

Program for Revising SBA Filed by TOA

Harling to Washington Today on Group's Petition

Theatre Owners of America, in a lengthy petition filed with the subcommittee on Small Business and the Committee on Banking and Currency of the U. S. Senate, has recommended a 14-point plan whose intent is to broaden the scope of the Small Business Administration so that under a revised policy board, it can approve and guarantee real estate mortgage loans to the theatre industry.

Philip F. Harling, chairman of the

(*Continued on page* 3)

Finds Lens-Focussing Big Drive-in Problem

From THE DAILY Bureau

HOLLYWOOD, June 2—Back from a field tour in which he visited theatres in Texas and Louisiana, Motion Picture Research Council representative Fred Beard named focus and reflectance as the principal problems discussed with him by exhibitors.

Beard said drive-in theatres, particularly, experience trouble keeping the lens focussed properly under the

(*Continued on page* 3)

MPA Directors to Meet Thursday on Code Matters

The board of directors of the Motion Picture Association of America will meet here on Thursday morning to discuss an agenda headed by matters pertaining to the Production Code, according to an MPAA official.

The MPAA board will discuss an appeal by producer Edward Small on the Production Code Administration's withholding approval of his "Monkey on My Back," a United Artists release. Also, a report on progress will be made by the board's committee on Code revisions and changes in the Appeals Board makeup.

PERSONAL MENTION

SAMUEL ROSEN, executive vice-president of Stanley Warner Corp., and Mrs. Rosen will return to New York today from Europe aboard the "Queen Mary."

•

Robert S. Taplinger, Warner Brothers vice-president and director of advertising-publicity, last night was host at a golden wedding anniversary party at the roof garden of the St. Moritz Hotel here for his parents, Mr. and Mrs. John Taplinger.

•

Roger H. Lewis, United Artists national director of advertising-publicity, has returned to New York from Hollywood.

•

Ralph Cohn, president of Screen Gems, left here yesterday via B.O.A.C. for London, accompanied by Irving Starr, who will head the Screen Gems production setup in Britain.

•

Edwin F. Zabel, president of Bel Air Productions, and Herbert Baerwitz, legal counsel for the company, have returned to Hollywood from Europe.

•

Charles Simonelli, manager of Universal's Eastern advertising - publicity department, and Jeff Livingston, Eastern advertising manager, left New York at the weekend for Chicago.

•

Ned Clarke, Buena Vista foreign sales manager, has returned to New York from the Coast.

•

Harrison C. Reader, president of Peak Films, left here for London over the weekend via B.O.A.C.

•

John Higgins, in charge of the motion picture advertising department at the "Saturday Evening Post," returned to New York over the weekend from the Coast.

Vogel, Reagan Schedule Trade Press Luncheon

Joseph R. Vogel, president of Loew's, Inc., will meet with trade press publishers and editors at luncheon on Thursday at the Plaza Hotel here, at which an announcement of interest to the trade is scheduled to be made. Charles M. Reagan, M-G-M domestic distribution head, will join Vogel as host at the luncheon.

Films Abroad

(Continued from page 1)

audiences throughout the world," Johnston points out, "but only through the close working relationship of all American distribution in foreign markets can restrictions be resisted and potential goals achieved."

For 1956 the "big news about the world markets is there is no big news," Johnston states. He explains that "on the whole, the markets for American pictures outside the U. S. continued to grow as anticipated. Along with the growth has come the increase of difficulties of doing business, which was expected, too."

Asia Causes Concern

Taking various areas up specifically, Johnston notes that "the outlook for all of Asia has darkened." In Japan: "Changes have occurred and restrictions gradually tightened so that the past year has seen a slight decline in business." Philippines and Indonesia: "Political and economic upheavals in these very important markets have struck hard at our business." India: "A deep crisis has arisen out of the drastic tariff actions of that government."

Even in Europe according to Johnston, the market is "spotted with hazards to our business. In Great Britain and France, new attacks on our industry have arisen and 1957 will reveal whether these attacks can be successfully warded off. Spain has been the scene of a long continued refusal of the Spanish government to create reasonable conditions for doing business. Difficult conditions in the German and Italian industries have led to pressures from within those industries to ease their condition by impositions against American films."

Says TV Threat Must Be Met

The Johnston report makes special note of the growth of television competition in some important world markets. He sees this trend continuing in 1957 at an accelerated pace, but adds: "our experience in the U.S. has offered convincing proof that our business will not be destroyed by TV but also has showed it creates new and difficult conditions of operation that must be met."

Rouse Heads GTSC

TORONTO, June 2.—Andrew G. Rouse has been named president and general manager of General Theatre Supply Co., Ltd., to succeed George Cuthbert, who has resigned. The company is a subsidiary of the Famous Players Canadian Corp., with its head office here. Rouse joined Famous Players in 1940 and was assistant general manager and purchasing agent of Theatre Confections Ltd. at the time of his new appointment.

Show Technirama to British Industry

By WILLIAM PAY

LONDON, June 2.—Fourteen major international productions are already being made in Technicolor's new cinematic process, Technirama, which was demonstrated to the British industry at the Odeon Theatre, Leicester Square, here yesterday.

Over 2,500 industry and press representatives, top - ranking executives from overseas and a large number of Technicolor shareholders attended this first European screening of "The Curtain Rises on Technirama." Excerpts from Hollywood, Continental and British Technirama films were also shown.

Specially - developed for use with Technirama in this country, a new double-frame horizontal projector mechanism, made by Gaumont-Kalee, was used at the demonstration.

Business 'Fair' Here On Decoration Day

Business in Broadway first-runs and in neighborhood theatres on Decoration Day was reported as "fair" and in some instances below expectations, exhibitors reported Friday.

A number of theatremen attributed the "fair" or "good" business to the fact that the holiday fell before the start of a weekend. Since many firms and industries worked Friday, they felt that this factor, along with excellent weather, kept many persons away from the theatres.

Some of the first-runs said business was slow during the day but picked up in the evening. These included The Radio City Music Hall, Roxy, Capitol and the Globe.

Circuit operators reported that in New York and around the country theatre business was "good." A Loew's official said that business generally was ahead of last year's holiday, which was on a Wednesday.

Withdraws Resignation

HOLLYWOOD, June 2.—Eliot H. Daniel, president of Local 47, American Federation of Musicians, has withdrawn his resignation, which he made last week in protest to a resolution calling for a Congressional investigation of the AFM. He said the "confidence" expressed in him by the local members prompted his action.

Correction

Myron Mills, vice-president of Screencraft Pictures, Inc., was affiliated with another company through an inadvertent error in Friday's Motion Picture Daily.

Johnston Finds

(Continued from page 1)

population and growing incomes presents a real challenge to the industry to turn the potentials into actual box office admissions.

The market for films in the U.S. is growing constantly, Johnston states. "The increased birthrate of the early 40's has presented the largest teenage market the nation has ever known. Not only are there more people in all theatre potential age brackets but they have more spendable income for entertainment," the MPAA head says.

Sees Industry Determined

As a direct approach to achieve it, production and distribution in 1956, through the advertising and publicity directors and in close cooperation with exhibitors, began development of a promising program of business building promotion, Johnston states. "All these developments in 1956 signalize the determination of our industry to take full advantage of every prospect," he said.

Johnston reported also upon the repeal of admissions taxes, the industry's Production Code modernization, market studies being conducted and censorship development and court decisions affecting it. He pointed out that the industry's Production Code has been used as a guide by other media in forming their own methods of self regulation.

Discusses Various Activities

The MPAA head discussed the Golden Jubilee program, and the MPAA departments and services, among them being the Production Code Administration, the Advertising Code Administration, the Title Registration Bureau, the Community Relations program, previewing activities, the children's film library, educational consultant program on entertainment films and services, newsreels, technical services, foreign film advisory unit, and the Canadian Cooperation Project.

'Sweet' Record Tie-in

United Artists has set a music tie-in with Decca Records in behalf of Hecht, Hill and Lancaster's "Sweet Smell of Success." It involves two long-play albums and a single record that will be intensively promoted at 23,000 retail outlets covering every exchange in the United States and Canada.

Stanley Clemens, 34

GAULEY BRIDGE, W. Va., June 2.—Stanley E. Clemens, owner and operator of the Gauley Theatre here, died last week at his home here after a brief illness. He was 34.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

PEOPLE

G. S. Eyssell, president of Rockefeller Center, has been elected to the board of trustees of Roosevelt Hospital here.

□

William F. Rodgers, former vice-president and general sales manager of M-G-M, on Friday will celebrate his 69th birthday. His address is 3152 Tyler St., Hollywood, Fla.

□

Harry Hirshfield, cartoonist and humorist, will be master of ceremonies at the Labor Temple Interfaith Festival and All-Star Benefit to be held at the Skouras Jefferson Theatre here on June 20. The curtain-raising event will be a sneak preview of a feature donated by Skouras Theatres.

□

Dr. Louis K. Eilers, vice-president and assistant general manager of Eastman Kodak Co., on Saturday was awarded the honorary degree of Doctor of Science by Blackburn College, Carlinville, Ill.

□

Mike Kassel, formerly with RKO Radio in Chicago, has joined Republic Pictures there as office manager, booker and city salesman, succeeding **Bob Lewis,** who has been switched to a post with Allied Theatres of Illinois.

Int'l Big Show

(*Continued from page* 1)

showings in major cities throughout the world with Albert Cornfield, supervisor for England and Europe.

The Paris showing is scheduled for July 4, according to Silverstone, and Frankfurt will see it July 9 and Rome July 17. Silverstone also reported that showings will begin at approximately the same time in all Latin American countries, the Far East, Australia, New Zealand and South Africa.

Louis Hyman, 62

BELFAST, Northern Ireland, June 2. – Louis Hyman, leading exhibitor and chairman for 15 years of the Northern Ireland branch of British Cinematograph Exhibitors' Association, died here at the age of 62. He was governing director of Solar Cinemas, and took a prominent part in cinema trade benevolent fund activities.

'D.I.' Gross $14,153

CHICAGO, June 2.–Jack Webb's "The D.I.," Mark VII Ltd production for Warner Bros., grossed $14,153 at the Chicago Theatre on the opening day (Memorial Day) of its world premiere engagement. The figure was the best at the theatre for an opening day for a year, according to Warners.

Program for Revising SBA Filed by TOA

(*Continued from page* 1)

TOA committee on Small Business, will appear in Washington today before the committees to discuss with their members his national exhibition organization's petition which was prepared on behalf of TOA members and other exhibitors.

In his memorandum to the committees, Harling states that TOA, "an organization representing in excess of 5,000 theatres, urges the adoption of Senate Bills 720 and Title II of 1762, with certain additions, corrections, modifications and deletions."

'Approved Lender' Broadened

The 14-point plan, as presented by TOA, includes a broadening of the SBA act to permit an "approved lender" to be a bank, insurance company, building loan association, and any other approved lenders found to be qualified and eligible for insurance of loans against loss of principal and interest;

That the aggregate principal amount of loans would not exceed one billion instead of 250 millions and that after July 1, 1958, the President may increase this limit to one billion 250 million dollars;

That Senate Bill 720 be adopted with amendments to increase the amount of a loan from $250,000 to $1,000,000 and that the maturity of the loan be extended from five years and 32 days to 20 years;

Policy Board Defined

That the policy board be established under S. 720 consisting of the Administrator and two businessmen, who shall be authorized and empowered to pass upon real estate loan applications from all small businesses, including motion picture theatres;

That the SBA delete from its rules that a borrower submit written evidence of inability to obtain private financing as a condition precedent to filing for a mortgage loan;

That a qualified borrower shall be deemed to be a person, firm or corporation having been actually engaged in the operation of a four-wall theatre continually for at least one year prior to filing for a loan;

That where an exhibitor does not possess the right to mortgage a theatre, because such right belongs to the owner of a theatre building, who is not an operator, such owner shall have the right to make mortgage application;

That small business be deemed to be a unit doing a gross business not in excess of one million dollars annually provided it can be identified as an independent operating business;

Would Delete Phrase

That Section 102 of Senate Bill 1762 be adopted with amendments deleting therefrom the words "which is not dominant in its field of operation";

That Title I of S. 1762 does not need the requirement of a fund of 700 million dollars when a fund of 10 million dollars, to be used for the insuring of mortgage loans, is adequate to carry out the spirit and intent of the SBA Act.

15-24Audience

(*Continued from page* 1)

them to trade writers Friday morning at the M-G-M home office.

He was there because he worked for the company 27 years, he now receives money from it so he can make pictures on his own, and the company releases them. He is in New York because he is interviewing actors for Avon Productions, which he and Pandro Berman own.

The most significant thing to him is that television seems to have become mass entertainment as vaudeville once was and then motion pictures. If the industry, however, gives the entertainment "they're willling to leave the house for," it does its job. "Fifteen to twenty-four is the audience we are aiming at. Those are the kids who don't want to stay at home in the first place. We have arrived at that grouping through audience preview cards. It always is 60 to 75 per cent of the audience."

Sees 'Sufferings' Unpopular Here

Weingarten feels he knows another thing. Europeans may be eager to see their sufferings on the screen, but not Americans.

As for the slices of life which newsmen cited as successful, he discounts them as "big money." He also discounts New York. A "Little Hut" goes elsewhere, to do very well. A realism drama draws nothing on the Coast and in between. He is for upbeat and escape, if not sure-fire at least as probability.

M. Moriarty Dies

NEW HAVEN, June 2 – Maurice Moriarty, who retired six months ago after a career of 45 years as New Haven theatre projectionist, is dead at Tampa, Fla.

81 British, 300 'Foreign' Films Registered in U. K.

From THE DAILY Bureau

LONDON, June 2—A substantial increase in the number of feature films registered in the 12 months ended March 31, 1957, is reported by the Board of Trade.

81 British and 300 "foreign" features were registered in the year compared to 73 British and 272 "foreign" in the preceding 12 months. In the same period registrations of second features, 3,000 to 6,499 feet, were down, 26 British and 81 "foreign" compared to 37 and 83.

Of the "foreign" totals, 286 were American, 41 French and 21 Italian.

Offers Plan for Joint Exploitation Office

Special to THE DAILY

DETROIT, June 2.–A plan to coordinate publicity and exploitation for motion pictures "on a community level" has been presented to the industry here by Arthur Herzog, Jr., public relations executive, in a letter sent to the distributing companies. Under the Herzog plan the distributors would set up a joint exploitation office here from which intensive campaigns for all "first-run, top-billed" pictures would be serviced and "second features to the extent possible."

Among the services Herzog would furnish are expansion of coverage to newspaper editors, radio and television; handling of personal appearances; and working out additional promotions on incoming films. The letter explaining the plan has also been sent to exhibitor organizations saying that if it can be worked out locally it could become nationwide.

See Hope Dim

(*Continued from page* 1)

been talking about starting through the House late this year an income tax cut bill, and many members of the House Ways and Means Committee were planning to add to any such bill some excise cuts and relief for small business.

But reports of continually rising government spending, outpacing rising revenues and cutting expected budget surpluses despite current appropriations cuts, threw cold water on the tax cut plans. So the Democratic high command said it would only start a study this year of possible tax cuts and let action go until next year.

Seek 'Future Protection'

A Ways and Means subcommittee on excise tax changes may start work sometime in June on a bill overhauling excise tax rates, and certainly the industry will want to make sure that if this happens, the admissions tax is included in that bill. The bill won't go anywhere this year, but the industry will want to make sure it is covered, just for future protection.

But most key observers still think that any major excise changes that are really going to become law will become law as part of an individual income tax bill, and not on their own.

Lens-Focussing

(*Continued from page* 1)

wide range of temperatures from cold to maximum. He recommended marking lens knobs in such a manner as to eliminate the need for complete-refocussing while the picture is on the screen.

Beard said drive-ins using extruded-aluminum screens get about twice as much returnable light as those using painted screens.

FROM 20TH IN JULY...

AN UNFORGET

from the moment he touched her...

TABLE EVENT

Cary Grant

LOVES

Deborah Kerr

in Italy...on the Mediterranean...across an ocean and all over New York!

IN

LEO McCAREY'S

An Affair to Remember...

... an
engagement
you'll never
forget!

CINEMASCOPE COLOR by DE LUXE

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PRODUCED BY
JERRY WALD

DIRECTED BY
LEO McCAREY

SCREENPLAY BY
DELMER DAVES and LEO McCAREY

ORIGINAL STORY BY LEO McCAREY AND MILDRED CRAM

Television Today

Weaver Signs Chicago WGN For Service

From THE DAILY Bureau

CHICAGO, June 2. – The signing of WGN-TV as the first affiliate of Program Service, new TV network headed by Sylvester L. (Pat) Weaver, was announced jointly by Weaver and Ward L. Quaal, vice-president and general manager of WGN, Inc.

Quaal said that WGN-TV will originate a number of programs to the new network, and that in the association with Program Service they expect to receive many well established programs as well as new features that will bring to television more of the 'firsts' for which Weaver is so widely recognized in the industry."

Sees 'Chicago on the Map'

In stating that the association "will put Chicago TV and Chicago on the map," Quaal declared, "as the records show, Chicago has the talent, know-how and facilities to produce the finest in TV programming. There is nothing in television that we cannot do right here in Chicago."

Weaver, former president and chairman of the board of NBC, said, "Through the facilities of WGN-TV, Program Service will be able to bring its programs to more than 2,500,000 homes in the nation's No. 2 market." He added that they are looking forward to the development of new talent and new programs for origination out of WCN-TV, "which," he said, "we will be able to provide on the national scene in the future." Weaver declared that independent stations need a program source that is live . . . a source of quality programming measuring up to the highest standards.

Eyes All Key Cities

Weaver advised that they are doing some long range scanning and thinking in terms of the new network being a strong source of day and night live programming. He said that WGN-TV becomes the first link in the nation, which also will include stations in New York, Washington, D. C., Philadelphia, Baltimore, Cleveland, Cincinnati and St. Louis.

Gross-Krasne Overseas

HOLLYWOOD, June 2. – Gross-Krasne, Ltd., has been formed as a subsidiary of Gross-Krasne, Inc., for the handling of distribution of American television productions in the Eastern Hemisphere. Offices have been opened in London and additional distribution facilities will be set up shortly in Latin America and Canada.

IN OUR VIEW

WE MAY very well be accused at this point of flogging a dead horse, but we'll have to take that chance, because in this view there are few aspects of the television operation of more importance to the welfare of the whole industry than the Commercial. In essence, it must be reckoned as the tie-line between the sponsor—the man who foots the bills —and the viewer—the man (or woman, or child) who foots the sponsor's bills, eventually. In the final analysis, the Commercial had better be good.

Perhaps more important than being "good," the commercial had better not be "bad." That word does not necessarily refer to a sponsor's message doing an inadequate job of selling a product, but rather to the possibility that it will register as "offensive" to a viewer, even in the slightest degree. To hand at the moment, pertinently, is a poll of viewers recently conducted by the National Audience Board. From a total of 1,994 persons balloting, in metropolitan and rural areas, only 17.6 per cent found nothing wrong with commercials, the remaining 82.4 per cent registering various criticisms.

•

Among the objections: the public resents being shouted at; program interruptions are irritating, when they break program continuity. On the happy side, most viewers found commercials generally pleasing visually, and generally in good taste, although less effective than many sponsors believe. It is parenthetically of interest that the Federal Trade Commission's Bureau of Investigation has accepted the board's offer to refer commercials to that agency in connection with its continuing study of false and misleading advertising.

In general the survey showed the commercial in a reasonably favorable light, indicative of the fact that those who are responsible for the commercial are alert and aware.

It is suggested that in some cases, where a dramatic mood is to be sustained, commercials be confined to the beginning and end of the program. The sponsor's right to make his sales pitch is unquestioned, but care in the "how" and the "when" will pay real dividends.

—Charles S. Aaronson

Sell 'Nesbitt' Rights

The purchase of the Canadian rights to "Stories of John Nesbitt" has been announced jointly by Lloyd Burns, vice-president and general manager of Screen Gems (Canada) Ltd. and Herbert R. Gelbspan, vice-president of Hal Roach Studios.

REVIEW:

Love in the Afternoon

Billy Wilder—Allied Artists

THERE ARE MORE ways than one to tell the story of Cinderella, as all faithful filmgoers know, and that's the story, at basis, that writer-producer-director Billy Wilder is telling in his gaily-titled "Love in the Afternoon." He is relating it in very sophisticated fashion, moreover, often with a wink and sometimes with what approaches a leer. Which makes this a Cinderella story not for the kiddies but one that is bound to go over big with adults who appreciate a witty and urbane romantic comedy.

Not the least of the reasons it will do so is the presence in the cast of Audrey Hepburn and Gary Cooper and a remarkably spry Maurice Chevalier, who is making his return to American films. That is to say, a film made by an American company, for this one was photographed in France. And the technique and style are Continental all the way.

Cinderella, for instance, as depicted in this picture and charmingly played by Miss Hepburn, is a young and ingenuous girl at the start—the daughter of a bourgeois private detective (Chevalier) who still goes to music school and has day dreams about the shady characters in her father's files. But, inexperienced and innocent though she be, she gives in to the seductive wiles of Prince Charming with amazing expedition —and right in the middle of the afternoon!

As for the prince in this story he is an American oil millionaire who is notorious all over Europe for his romantic escapades. To this not-so-young roue, whom Cooper plays, Cinderella is just one more amorous conquest among many—that is, until he falls in love toward the end and decides to make her an honest woman. And he only does so when he has uncovered the fact that she has lied about having had 19 lovers before him!

That is the story, in a nutshell, but then plot is never of much consequence in such films. It's the little "touches" along the way—the comic surprises and the droll remarks—that give such pictures distinction. And Wilder, who wrote the screen play in collaboration with I. A. L. Diamond, has filled it with sly and saucy "touches." (You'd almost think Ernst Lubitsch had made this film.)

To recount the inventive plot embellishments in detail—such things as Cooper's elaborate preparations for romance in his hotel suite, complete with a four-man gypsy orchestra to induce a responsive mood—would be to make them seem flat, which they aren't.

One or two objections might be offered; the running time is a little long, for instance, and Cooper does not make a very convincing roue. But Miss Hepburn has never been more enchanting, and she and the rest of the cast help to sustain a gay and lively mood.

Running time, 125 minutes. Adult classification. Release, in July.

RICHARD GERTNER

MPEA Will Reelect Officers Tomorrow

The board of directors of the Motion Picture Export Association of America will meet here tomorrow to re-elect officers for the coming year and to take up matters pertaining to the industry's position in the foreign market.

Up for re-election as officers are president Eric Johnston; vice-presidents Ralph D. Hetzel, Jr., Kenneth Clark, G. Griffith Johnson, Robert J. Corkery and Irving A. Maas; treasurer Stanley R. Weber; secretary Sidney Schreiber; assistant secretary and assistant treasurer Herbert J. Erlanger, and assistant treasurer Frank J. Alford.

The MPEA Board will also discuss the European Common Market, the master global license formula, participation in film festivals abroad, the Spanish situation, licenses and remittances in Egypt, remittances in Italy, and the subject of labor difficulties in Mexico.

Say Skiatron

(*Continued from page* 1)

forms of pay-to-see TV, of which Skiatron's SubscriberVision is one. The latest plans of the FCC call for further toll TV data, after which tests probably will be scheduled either late this year or early next, leaving a final decision on the matter before late next year highly doubtful. Fox, of course, could avoid the issue by "piping" the baseball telecasts in subscribers' homes via cables.

James Mulvey, president of Samuel Goldwyn Productions, and who owns 25 per cent of the Dodgers, was quoted as saying Friday that he would like to see the team stay in New York. "My feelings," he said, "are that I want to stay in Brooklyn and I hope to God it can be done."

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

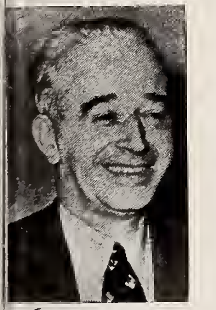
VOL. 81, NO. 107 — NEW YORK, U.S.A., TUESDAY, JUNE 4, 1957 — TEN CENTS

Was 68

Services for W.F. Rodgers On Thursday

Distribution Veteran Died In Sleep in Florida Home

Funeral services for William F. Rodgers, former vice-president of Loew's-MGM in charge of domestic distribution, will be held at 11 A.M. on Thursday at the Church of Saints John and Paul on Weaver Street, Larchmont, N. Y.



W. F. Rodgers

Rodgers, a veteran of more than 40 years in the industry and one of its best known and best liked sales executives for many years, died in his sleep Saturday night at his winter home in Hollywood, Fla., where he had been for the past six months. He

(*Continued on page* 4)

Tributes to Rodgers Paid by Industry Heads

Industry executives in exhibition and distribution yesterday expressed extreme sorrow upon learning of the death of William F. Rodgers, veteran distribution executive, in Florida over the weekend.

Eric Johnston, president of the Motion Picture Association of America, stated that "we grieve today the

(*Continued on page* 4)

TRADEWISE on page 2

Television Today on page 6

Capehart Says Tax on Theatre Admissions Should Be Eliminated During SBA Hearing

From THE DAILY Bureau

WASHINGTON, June 3—Senator Homer Capehart (R., Ind.) said he thought the tax on motion picture theatre admissions should be eliminated.

Capehart made this statement at a Senate Banking and Currency Subcommittee hearing on extending the life of the Small Business Administration. Philip Harling, appearing for the Theatre Owners of America, told the committee the industry would ask Congress to remove the tax.

"The tax ought to be eliminated," Capehart declared. He said he couldn't see any reason why "the kiddies" should have to pay a tax to see a motion picture.

Open Senate's SBA Hearings

From THE DAILY Bureau

WASHINGTON, June 3 – The Small Business sub-committee of the Senate Banking and Currency Committee opened hearings here today on the Small Business Administration giving consideration to several bills which would extend the life of the agency past its July 31 expiration deadline.

Some of the bills would make the SBA a temporary or permanent agency of the government and also propose liberalization of the SBA credit policies. A House Banking Committee recently concluded its hearings on this subject and starts executive session voting tomorrow.

Philip F. Harling, chairman of the Theatre Owners of America committee on SBA, appeared today before

(*Continued on page* 7)

See No Room Today for 'Average' Pictures

(Picture on Page 7)

There is no room in today's market for the "average" motion picture, in the opinions of producer Jerry Wald and director Leo McCarey, who recently completed "An Affair to Remember" for 20th Century-Fox.

The veteran production executives declared that the "average" film today belongs on television, which is now dealing in "mediocrity." At the same time, Wald and McCarey stated that while they have the responsibility for selecting and turning out subject material for films, it is up to the exhibitor to allow the "big" pictures sufficient runs for maximum grosses "which we don't get now."

"We realize that an exhibitor doesn't have enough time to properly sell a film to his audience, but what time they do have should be used

(*Continued on page* 7)

REVIEW:

Man on Fire

MGM

Bing Crosby, in the same kind of sympathetic dramatic role he essayed in "Country Girl," proves here as he did there that his relaxed attitude before an audience can be as appealing and as heart-warming when he is portraying a fictional character with dimension and depth as it is when he is just entertaining. Which, after all, can be expected from a star who has been among the Top Ten Money Makers fifteen times, five of them consecutively as Number One.

The story cuts deeply across human values and relationships, portraying validly the emotional and psychological conflicts set up in the principals and in children by divorce. Crosby plays an introspective engineer whose wife has divorced him to marry a Government careerist giving

(*Continued on page* 7)

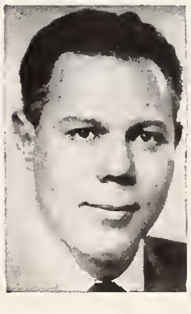
Back from Europe

Reade Finds Effect of TV Grows Abroad

Foreign Exhibitors Also Facing Product Problems

By LESTER DINOFF

Foreign theatremen are now beginning to experience many of the problems which confronted U. S. exhibitors in the past few years, particularly in reference to television competition and product supply, according to Walter Reade, Jr., head of Walter Reade Theatres and a past president of Theatre Owners of America.



Walter Reade

Reade, who returned to this country late last week following a three-week trip through Europe and to attend the Cannes Film Festival in France, also dis-

(*Continued on page* 4)

Anti-Toll-TV Group Plans New FCC Filing

From THE DAILY Bureau

WASHINGTON, June 3.—The Joint Committee Against Toll Television will definitely file comments on the Federal Communications Commission's query about the value and conditions governing subscription television tests.

Philip Harling, co-chairman of the

(*Continued on page* 4)

Warner Bros. to Produce Science Films for TV

Warner Bros. Pictures will produce a series of four one-hour color films on science for television and schools in an agreement signed with the Bell Telephone System and announced yesterday by Jack L. Warner, president of the film company. Warner

(*Continued on page* 6)

PERSONAL MENTION

JACK L. WARNER, president of Warner Brothers, is in New York from the Coast.

•

JOSEPH MOSKOWITZ, vice-president of 20th Century-Fox, will return to New York from England today aboard the "Queen Mary."

•

N. J. BLUMBERG, chairman of the board of Universal Pictures, will return to New York from Europe today aboard the "Cristoforo Colombo."

•

NORTON V. RITCHEY, president of Allied Artists International, left here over the weekend for London.

•

MANNY REINER, foreign sales manager of Television Programs of America, returned to New York yesterday from Europe.

•

MRS. THOMAS KNEITEL gave birth over the weekend at Booth Memorial Hospital, Flushing, to a son, KERRY MATTHEW. The father is on the staff of United Artists' foreign department.

•

SIR CAROL REED, British director, will return to London from New York today via B.O.A.C.

•

IRVING SOCHIN, general sales manager of Rank Film Distributors of America, will leave here today for Chicago, Detroit and Cleveland.

•

WILLIAM DOZIER, vice-president of RKO Radio in charge of production, will return to New York today aboard the "Cristoforo Colombo."

•

WILLIAM J. HEINEMAN, United Artists vice-president in charge of distribution, will leave here today for St. Louis.

French Girls to Tour

Allied Artists has hired seven French girls, all of whom have show-business and public relations backgrounds, to act as "special exploitation representatives" on "Love in the Afternoon." The girls will leave this week to tour exchange cities and sub-key areas to promote the film with newspapers, radio and television interviewers across the country. The picture, which goes into national release in July, will have pre-release engagements in Los Angeles at the Egptian Theatre and the RKO Hillstreet on June 21.

TRADEWISE

By ONLOOKER

GOLDEN JUBILEE of the Motion Picture Industry? If it is this year, then who was the guy who conned the U. S. Post Office Department into issuing a special commemorative stamp back in 1952 on the occasion of the 50th anniversary of the motion picture industry? . . . When he was mayor of Miami Beach (1939-1943), Mitchell Wolfson, head of the Wometco circuit, retained a man to head the city's convention bureau. When Theatre Owners of America decided on the new Americana Hotel as its convention site next fall, Mitch phoned the gentleman at the bureau in the hope that he would put his organization to work promoting the convention, for old time's sake, if for no other reason. A strained silence came over the wire after Mitch had stated his business, and he was beginning to wonder just how ungrateful some people could be, when in somewhat hurt tones Miami Beach's convention bureau chief reminded Mitch that the Americana happens to be located in Bal Harbour, a rival resort community, and NOT in M. B. Now he's being ridden unmercifully by civic-minded friends for having been instrumental in taking the TOA-TESMA shindig out of his own community and into the rival one.

ALLIED ARTISTS' resourceful Martin Davis seldom misses a bet if it has any chance of boosting an AA picture. So it was that when the highly entertaining "Love in the Afternoon" was previewed for critics and others at the RKO 58th Street Theatre here, Martin hired a trio of violinists to stand in the lobby as the guests exited and play "Fascination." A situation running through the picture has Gary Cooper as a rich international playboy putting his light-o-loves in a mood for romance by having a string orchestra at hand to play "Fascination" whenever and wherever the wooing takes place. . . . Davis's preview night stunt made such a hit not only with the critics and other guests but with the regular patrons of the theatre also who attended that Sol Schwartz, RKO Theatres president, who witnessed the amused reactions has instructed that the same stunt be used at all RKO Theatres the picture plays on its regular bookings. . . . Although Buena Vista ordered 400 prints of Walt Disney's "Cinderella" for spring dates for the reissue, Easter week demand was so great it was obliged to search the vaults for additional prints. The search in the New York metropolitan area turned up some 20 additional prints but, made for earlier release, they were on nitrate film. As a result, some New Jersey exhibitors who were anxious to get them for the Easter date had to take long-unused booth precautions to conform to municipal regulations they hadn't had to think about since most of the industry changed over to acetate safety film some time ago.

WHEN STALWART old independent exhibitor organizations like Indiana, Connecticut and Minnesota-Dakotas Allied (now the Exhibitors Trade Association) are reported delinquent in payment of dues to the national organization, it reminds how tough the recent past has been for many small exhibitors, particularly those in rural, small town territories. . . . Incidentally, national Allied's committee charged with looking into the advisability of retaining a public relations man to get the organization and its affairs a better press, recommended to the board that one be employed at $10,000 per year for three years, office space to be provided in New Jersey Allied's Times Square quarters. Now the committee is diligently pursuing means of meeting the cost. . . . Charles Sinclair, a Rogers & Cowan publicity man, wrote a screen play, "Sleep No More," which is now in production in Spain, starring Anne Baxter and Richard Todd. A competing public relations firm, Arthur Jacobs, has the picture as one of its accounts. Now A. J. is thinking about using R & C so Sinclair can handle the picture's publicity.

RKO Business Up 30% Abroad: O'Neil, Branson

From THE DAILY Bureau

LONDON, June 3—RKO Pictures foreign business is up 30 per cent as compared with the same period last year, Thomas F. O'Neil, chairman of the board, and Walter E. Branson, vice-president in charge of world-wide distribution, said at a joint press conference here today. They said they have no intention at present of making changes in their distribution set-ups here.

O'Neil and Branson also reported on their plans to supplement foreign distribution with overseas production. In some cases RKO will invest 100 per cent, they said.

Special Meeting of Tent 35 Here Today

Harry Brandt, head of Brandt Theatres and president of the Independent Theatre Owners Association of New York, will memorialize William F. Rodgers, former domestic distribution head of M-G-M, at the membership luncheon of New York Variety Tent 35 at Toots Shor's restaurant here today. Rodgers died at his Florida home Saturday night.

The luncheon is scheduled to start at 12:30 P.M. and will be followed by a screening of "The Heart of Show Business," which depicts the heart projects of the Variety tents around the world and which will be distributed to theatres by Columbia Pictures, with Variety International and individual tents participating in its earnings.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
GREGORY PECK • LAUREN BACALL
IN
"DESIGNING WOMAN"
In CinemaScope and METROCOLOR
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

MOVIELAB
TV
FILM SERVICE CENTER
• EDITING ROOMS
• STORAGE ROOMS
• SHIPPING ROOMS
• OFFICES
PROJECTION ROOM FACILITIES
MOVIELAB BUILDING
619 W. 54th St., New York 19
JUdson 6-0367

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Love scenes like these of **Kim Novak** and **Jeff Chandler** are being edited and cut, for

"Jeanne Eagels"

A George Sidney Production • A Columbia Picture

Tributes

(*Continued from page* 1)

passing of a friend . . . beloved by exhibitors and distributors alike, he stood for honesty and fair play, and always had the best interest of our industry at heart. He was one of the real statesmen of our industry."

Joseph R. Vogel, president of Loew's Inc.: "Bill Rodgers was my intimate friend for many years and we at Loew's join his family in deep mourning. We have lost a valued friend and associate. He gave of himself unselfishly and made many contributions of leadership and ethical standards to this industry."

Morey Goldstein, vice-president of Allied Artists Pictures Corp.: "Bill Rodgers' passing leaves me shocked and grieved. He was my sincere friend and advisor, and I know that there are many who regarded him in the same light. The industry has truly lost a friendly and important personality."

Walter Reade, Jr.: "His passing is one of great loss to the industry for he was one of our 'greats'. He was one who showed great leadership in welding together coordination and cooperation between all segments of the business."

George Dembow, president of National Screen Service: "He was one of my close friends and associates. One of the best liked distribution chiefs in the industry. In his lifetime, he made a great contribution to the relationships between exhibitors and distributors."

Charles M. Reagan, vice-president of Loew's Inc.: "Bill Rodgers was an eminent figure in the industry throughout his long business lifetime. He will remain enshrined in memory as an eminent influence for a long time to come."

Arthur B. Krim, president of United Artists: "With the passing of Bill Rodgers, we have lost a pioneer who devoted long and fruitful years to the industry that he knew and loved so well."

Benjamin Kalmenson, executive vice-president of Warner Bros. Pictures: "The industry has lost one of its ablest sales executives and vital personalities. He was one of its foremost pioneers and great leaders."

Barney Balaban, president of Paramount Pictures: "It was with deep sorrow that I received the news of the passing of my dear friend, William Rodgers. As a top flight administrator and sales executive, he was responsible for many progressive innovations in our industry. One of its outstanding pioneers and a warm friend to many, he will be greatly missed."

Spyros P. Skouras, president, 20th Century-Fox: "To have known Bill was a great privilege and to be counted among his many friends was an honor. His death is a loss to the people who knew and respected him and to the industry."

Alex Harrison, general sales manager, 20th Century-Fox: "His loss means the passing of a trusted and devoted friend of the motion picture industry. His respect and regard for his fellow man will serve as a lasting tribute to his memory."

Jack L. Warner, president of Warner Bros.: "I join the industry in mourning the death of one of its leading forces. Bill Rodgers has contributed a lion's share to the success of our business during the many years of his association with it."

William J. Heineman, vice-president of United Artists: "Bill Rodgers' passing is a keen loss to me personally and to the industry. To me, he was the dean of all distribution sales managers who innovated new sales policies to better the relationship between exhibitors and distributors."

Rodgers Services on Thursday

(*Continued from page* 1)

had been in poor health for some time and had been stricken with pneumonia during the winter. After being hospitalized for several weeks he returned to his home but never fully regained his strength.

The body will be flown here today and will repose at the George T. Davis Memorial, 14 Le Count Pl., New Rochelle, tomorrow. Burial will be at Gate of Heaven, Mt. Pleasant, N. Y.

Surviving are his wife, Mrs. Edna Farrell Rodgers; two sons, William F., Jr., and Thomas, and a daughter, Miss Myrtle Rodgers. Mrs. Rodgers and William, Jr. were at the Florida home at the time of the death.

Ask Aid for Rogers Hospital

The family has requested omission of flowers and instead suggested contributions to the Will Rogers Memorial Hospital at Saranac, N. Y., which Rodgers was deeply interested in.

Rodgers joined the old General Film Co. in 1917 and later was associated with Mutual Film and Triangle Film. He joined the old Metro company in 1924, remaining following the consolidation with the Goldwyn and Mayer companies. He served MGM in various executive sales capacities and was named head of domestic sales in 1936 following the death of Felix F. Feist. He was elected vice-president of Loew's in 1941. He retired in 1952 but continued to act as a consultant to the company for the next two years. In 1954 he formed Amalgamated Productions Inc. to advise producers and distributors on special sales, and also acted as personal consultant to others, including Allied Artists. His New York business office was closed two months ago following his illness.

Active in Industry Relations

Rodgers had been exceptionally active for many years in the field of exhibitor-distributor relations, leading in the formation of the United Motion Picture Industry (UMPI), in many attempts to set up industry arbitration and conciliation machinery and was a frequent speaker at exhibitor organization conventions around the country. During the war years he served as a member of the motion picture division of the Office of Inter-American Affairs and was chairman of the distribution division of the industry War Activities Committee.

Rodgers originated or experimented with many sales innovations, especially in the area of percentage engagements. One of his innovations was the sliding scale for such engagements.

Ohio House Approves Vandalism Measure

Special to THE DAILY

COLUMBUS, O., June 3.—Reversing its one-vote defeat of a Senate-approved bill to require parents of delinquent children to post up to $500 bonds following acts of vandalism in theatres and other public places, the Ohio House of Representatives approved the measure with 10 votes to spare.

The House eliminated a provision which would have permitted courts to hold parents in contempt for a second act of vandalism by a delinquent child. The measure now requires proof that parents failed to exercise "reasonable control" of their children before they can be cited for contempt.

Reade Finds

(*Continued from page* 1)

closed here yesterday that he has extended invitations to foreign theatre associations to send representatives to attend the 1957 annual convention of TOA this coming Fall.

The prominent exhibition leader stated that exhibitors in France, Italy and other European nations are among those facing television competition and "other factors like product supply and quality."

Commenting on his meeting with foreign exhibition association officials, Reade said that he extended invitations to Italo Gemini, head of the Italian Theatre Association and also president of the Union Internationale de Exhibitor Cinematographique, M. Adolph Trichet, president of the Federation Nationale de Cinema Francais, and to a number of Spanish theatremen. The invitations were extended in the name of Ernest G. Stellings, TOA president, he said.

Asked about his viewpoints on foreign product, Reade replied that Continental Distributing Co., of which he is board chairman, will shortly have a statement from him concerning the need for a closer coordination for co-production agreements with foreign producers.

Hicks Rites Tomorrow

HOLLYWOOD, June 3 – Funeral services will be held Wednesday for Russell Hicks, 62, who died on Saturday following a heart attack. His widow and five daughters survive.

PEOPLE

Stanley Kramer, producer-directo of "The Pride and the Passion," wil arrive in New York today for a wee of press, radio and TV promotiona activity for the United Artists release

□

Alex Negris has leased the Lorai and Grove theatres, Lorain, O., fro the owner, **Michael Koury**.

□

Ben Wassell, formerly with Stanle Warner Theatres, Hartford, ha joined Bercal Theatres there as cit manager.

□

William Goldman, head of Willia Goldman Theatres, Philadelphia, ha been presented a citation by th Daniel Boone Public School in tha city in recognition of his interest i the school.

□

Alvin W. Streitmatter has bee named general manager of the professional goods sales division, Eastma Kodak Co., succeeding **William E** **Barr**, who died on March 30.

Anti-Pay TV Group

(*Continued from page* 1)

committee, and attorney Marcus Coh discussed at length today the line th committee should take and the subjects it should cover in its comments, due by July 8. Cohn refused to disclose any of the decisions, except t say that "everything has been ironed out and we are definitely going t file." Earlier, he had said he thought there was a good chance the committee would file.

'Gunfight' Opening To Record Grosses

Grosses for the first few days of Hal Wallis' "Gunfight at the O.K. Corral" in its first dates around the country put it in the same class with "Shane," according to Paramount Pictures. Typical grosses are: Paramount Theatre, San Francisco, 4 days, $21,700; Riverside, Milwaukee, 5 days, $12,000; Majestic, Dallas, 4 days, $14,900; Colosseum, Seattle, 5 days $13,500; Metropolitan, Boston, 5 days, $21,800; Viking, Philadelphia, 1 week, $27,000; United Artists Theatre, Chicago, 5 days, $33,000; Harber, Oklahoma City, 5 days, $10,800; Palm State, Detroit, 6 days, $35,900; Fox, St. Louis, 6 days, $16,300;Paramount, Hollywood, 5 days, $25,000; Majestic, Houston, 4 days, $16,000; Worth, Ft. Worth, 4 days, $11,700; Majestic, San Antonio, 4 days, $13,400; Paramount, Rochester, 5 days, $10,100; T. & D. Theatre, Oakland, 5 days, $20,100; Norva, Norfolk, 5 days, $12,900.

Hal Wallis'

"GUNFIGHT AT THE O.K. CORRAL"

IS

a boxoffice

K.O.

From Maine to California, record-wrecking grosses are running ahead of many of Paramount's biggest pictures of recent years!

TECHNICOLOR® VISTAVISION® MOTION PICTURE HIGH FIDELITY Paramount Pictures®

Television Today

PASSING IN REVIEW....

It was an interesting, worthwhile television week for a number of thoroughly devious reasons. The star-discovery was undoubtedly the CBS import, Nikita Krushchev, who gave a fascinating demonstration of the Old Soft Sell which for years has been credited to Madison Avenue. Further investigation may show that it, like illumination by electricity, was first evolved by Soviet genius.

Even Double Talk Amusing

Face the Nation's interview Sunday afternoon proved once again the marvelous elasticity of the CBS Public Affairs approach to programming. More than being a simple news scoop, even though it landed on page one of practically all Monday morning dailies, it was another example of that network's various and bold aspirations which more often than not are realized. This particular interview, of course, featured a large amount of double-talk, some of it rather amusing as in references to the Voice of Americe, and some of it downright absurd as in the statements about the Kadar regime in Hungary.

At the same time, it gave the American people a portrait of a man—an official, carefully-combed-hair portrait—which must prod all but the dullest minds to some further activity. It is perhaps unfortunate that Khrushchev does not possess the same oily, fanatic personality of Nasser, but even this realization will add another small dimension to the viewer's understanding. Television, which thrives on easily identifiable stereotypes, here presented an off-beat character and, as is so often the case at such times, the results were a lot more stimulating than the specific content might suggest.

Second Billing to Tintair

And, speaking of off-beat salesmen, Tintair certainly seems to have increased its "exposure-schedule" of the Ern Westmore commercials, or maybe it's just that the current batch penetrates the viewer's consciousness with the terrible persistence of a dentist's drill. The stimulation here is in the picture of a lovely blonde, who looks perfectly okay as is, painting her hair with a substance that looks suspiciously like squid fluid, while Westmore tells us that we too can wake tomorrow morning with a glorious new personality.

CBS - TV's Odyssey Sunday afternoon presented a fascinating slice of Japanese heritage in a piece called "The Sword of the Samurai," made up entirely of scenes edited from an unreleased Japanese feature film—the producers of which were given full credit. It was an excellent job of condensation-without-condescension. The week's dramas were all on the weak side, especially Kraft's not-so-chichi view of the world of photographers and their models, and Climax's painfully unmysterious little mystery, "The Disappearance of Amanda Hale." Some attractive performers — Betsy Palmer, Robert Webber, Miriam Hopkins, Lloyd Bridges and Carolyn Jones, participated in the ventures, but to no great purpose.—*V. C.*

Celler Plans Hearings On Baseball Moves

Representative Emanuel Celler (D., N. Y.), who introduced a bill in Congress which would outlaw subscription television, announced Sunday that he would open hearings June 17 to "determine if baseball is big business." The hearings are a direct outgrowth of the rumors surrounding the proposed move to the West Coast of the Brooklyn Dodgers and the New York Giants.

"The House Judiciary Committee," said Celler, "must go into the latest actions of the Dodgers and the Giants who want to move their franchises to California. This is big business."

Late last week it was reported that Skiatron Electronics, parent company of Skiatron TV, was negotiating with both the Dodgers and the Giants for exclusive rights to broadcast their games, should they move to the West Coast, via pay-to-see TV.

The Federal Communications Commission reported Saturday that Skiatron has not yet filed its application for a temporary permit to operate experimental pay-to-see programs. A deadline of July 8 has been set for such application. In San Francisco, however, Mark Sullivan, president of the Pacific Telephone and Telegraph Co., confirmed that his company is negotiating with Skiatron.

British Sales to TV $5,600,000 Annually

From THE DAILY Bureau

LONDON, June 3.—In the second year of commercial television here the sales of British films to American TV is more than enough to compensate for American imports. Between £800,000 ($2,240,000) and £1 million ($2,800,000) a year is being spent on imported films but sales of British TV films abroad bring in at least £2 million ($5,600,000) a year.

Sir Robert Fraser, director-general of the Independent Television Authority, gave these figures in answer to attacks that ITA programmes were inundated with American programmes.

M. P. Daily picture

WHAT IT'S ABOUT—it's a trilogy, it's Irish, and in his own "humble way" he feels it's the best he's ever done—is explained by John Ford, host at luncheon in Sardi's yesterday to trade and newspaper writers. Listening to him tell about "The Rising of the Moon" are Kate Cameron of the News, Rose Pelswick of the Journal American, and Don Ross, Herald Tribune. Warners will open the picture July 15 at the 55th Street Playhouse. Ford garnished his recital with Irish travelogue, anecdotes, and humor. He also said he's serious about westerns, doesn't think they can be kidded commercially, and likes the people with whom he works so much he "would like to do one for nothing."

Film Division Funds Approved by Congress

From THE DAILY Bureau

WASHINGTON, June 3. — Congress today provided funds to keep operating the industry divisions of the Commerce Department's Business and Defense Services Administration.

Both House and Senate approved, sending to the White House a compromise bill containing money — though not as much as the administration sought and perhaps not even as much as the program had this year —for the industry divisions, including the film division headed by Nathan D. Golden The House had originally eliminated all money for the industry divisions. The Senate then put some of the money back and the final compromise bill included the Senate decision on this point.

Buffalo Monopoly Suit Filed by Konczakowski

Special to THE DAILY

BUFFALO, June 3 — Charging a monopoly on the distribution of feature motion picture films in Buffalo, Konczakowski Theatres of Buffalo today filed four suits totalling $1,305,000 in Federal Court against 17 defendants.

The suits were filed by Mieczyslaw M. Konczakowski and Marya Konczakowski as owners and partners in the company and as owners of the Senate, Marlowe, Circle and Regent theatres. They charged that the defendant distributors and their affiliated and "locally favored" exhibitors have monopolized the motion picture exhibition in various localities in the United States including Buffalo.

This has resulted, they charged, from a conspiracy to fix admission prices, formation of systems of runs and clearances for films, unreasonable clearances for affiliated exhibitors, against theatres run by independen competitors; master agreements blanket deals, formula deals anc franchises.

Listed as defendants were Paramount Pictures, Inc., Paramount Filn Distributing Corp., American Broadcasting-Paramount Theatres, Buffal Theatres, Inc., Warner Brothers, 20tl Century-Fox, Universal Pictures, Universal Film Exchanges, Columbi Pictures, United Artists, Loew's, Inc. Buffalo Paramount Corp., Buena Vist and Allied Artists.

WB to Produce

(*Continued from page 1*)

will give the new "Science Series" hi personal attention, he said.

The series is designed to promote broader knowledge of what science i and how scientists go about thei work. The program will be made under the general supervision of an advisory board made up of eminen American scientists

AB-PT Pictures Duo To 244 Houses in June

From THE DAILY Bureau

HOLLYWOOD, June 3 — Irvin Levin, president of AB-PT Pictures today disclosed that the company' first two productions, "Beginning o the End" and "Unearthly," will open as a double program, in 244 theatre in the June 19-20 period, in th Middle-West and South.

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BA Hearings

(Continued from page 1)

e Senate group to discuss a mem-randum petition which the national khibition organization filed in supprt of a number of the bills pending. en. Clark (D., Pa.) presided at toay's session, which was also attended y Senators Capehart (R., Ind.) and parkman (D., Ala.).

None Since '50, Says Harling

Harling pointed out to the comittee that since 1950, no theatre the country has been granted a an by any bank, and said business ans should be made in a way which ould "insure a well-balanced ecoomy."

Capehart asked Harling why TOA anted to change the make-up of BA's loan policy board by replacing e Secretaries of Commerce and the reasury with two businessmen. arling replied that businessmen nd bankers "know our business and ur problems." Bankers and businessen have experience with theatres in eir own towns, he said, and know ow theatres operate. "The Secretaries f the Treasury and Commerce don't ave the experience and the interest," e explained.

Queried Regarding Increase

Capehart wanted to know why OA asked that the maximum loan e increased from $250,000 to 1,000,000. "Can you envisage a heatre borrowing a million dollars?" e asked. "We have to keep this a mall business man's organization," apehart continued, "and when you ave a loan of a million dollars, it's o longer small business."

Harling replied that although here were only a few large theatres which could use $1,000,000 for modrnization and repair, he didn't want to leave out those specific members f our organization."

WB Party Tomorrow

Warners will be host to the press nd other invited guests at a "The Prince and the Showgirl" champagne party at Place Elegante here tomorrow night by way of marking the picure's forthcoming world premiere at Radio City Music Hall for the benefit f the Free Milk Fund for Babies, nc. Promised for the party are "real" princes and "real" showgirls. Mike Romanoff won't be there.

Justin Services Today

Funeral services will be held here today at Annunciation Greek Orthodox Church for Markos Justin, 82, who died Saturday. The deceased was the father of Nick M. Justin, director f the Rivoli Theatre.

Mrs. Aaron Schaff

Funeral services will be held this afternoon at 2:30 at the Riverside Chapel, Ocean Parkway, Brooklyn, for Mrs. Aaron Schaff, sister of Martin Levine of Brandt Theatres, who died yesterday.

Man on Fire

(CONTINUED FROM PAGE 1)

him full custody of their 10-year-old son in return for an uncontested decree. At the start of the picture the wife, played by Mary Fickett, has decided to reopen the case for the purpose of gaining partial custody of the boy.

Crosby, who has poured out all the affection and love he had had for his wife on the boy, determines to fight the action by every means including dragging the case through the newspapers. A compromise solution, suitable from a humanistic if not entirely from a moral standpoint, is worked out mostly by the intervention of Inger Stevens, a lady lawyer who has been in love with the husband and father but is unnoticed by him until the end of the picture.

The story, originally a television script by Malvin Wald, which was adapted and expanded for the screen by Ranald MacDougall who also directed, has power and dramatic impact but it is Crosby's portrayal of the husband and father, injured perhaps partly through his own fault, that gives the production validity and credibility. He has able support, too, in Miss Stevens who has more than a promise of future greatness, and in Anne Seymour who gives an excellent performance as the judge who decides, with a surprise twist, the custody case.

The scene between Crosby and Miss Seymour after the hearing in the judge's chambers, and another in which Miss Stevens brings Crosby back to reality after a classic binge, are high spots of the picture. These plus the basic human values which are maintained throughout all make it a picture that audiences of all kinds will be touched by and will talk about. Its one dramatic weakness, the fact that it starts out as a preachment against divorce and then trickles off into an ambivalent conclusion, is unlikely to injure it noticeably at the box office.

It is a Sol C. Siegel production.

Running time, 95 minutes. General classification. Release, July 5.

James D. Ivers

M. P. Daily picture

Leo McCarey, Jerry Wald

'Average' Film

(Continued from page 1)

for more merchandising and selling to the public," Wald said, recalling experiences when theatremen used to send postcards to his home to inform of their coming attractions.

McCarey, commenting on the long runs for "big" pictures, said that if his type of product was afforded long runs and chances at maximum grosses, "it would answer some of the claims about shortage of product." He said that if his films "The Bells of St. Mary's" and "Going My Way" had been afforded longer runs, overall grosses for both would have been from three to five million higher.

Both of the Hollywood figures cited that there is today a great lack of films which appeal to women audiences.

Special 'Task Force' For 'Ten' Abroad

A special "task force" headed by divisional directors, who will be detached from all other duties during the campaign is planned for "The Ten Commandments" in foreign markets, it was announced yesterday by George Weltner, world-wide sales manager for Paramount. Weltner returned last week from a sales conference in London on the Cecil B. DeMille picture.

First Directors Named

First appointees are: Henri Michaud, Russell W. Hadley, Jr., and A. Stephen Clug. Hadley has been detached from his post as assistant managing director of the Paramount organization in Great Britain; Michaud has set aside his work as assistant general manager of the Continental Division; Clug is being detached for the time being from his post of general manager in India.

All three, together with others to be appointed in the immediate future, will work directly with Clay V. Hake, who in turn, in this new post, reports directly to Charles Boasberg, in charge of world sales of "The Ten Commandments."

Whale Funeral Held

HOLLYWOOD, June 3 – Funeral was held today for James Whale, 60, retired director, who died Friday following an extended illness.

THE BIG ONES...
are advertised in LIFE
UNIVERSAL-INTERNATIONAL
"Tammy and the Bachelor"
... in LIFE's June 10th issue.
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THE BIG ONE IN MOVIE SELLING

UNITED ARTISTS

ANNOUNCES A SPECIAL DISTRIBUTION PLAN FOR

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"THE PRIDE AND THE PASSION" will be launched with three special extended run engagements, opening on June 28th in the

CAPITOL THEATRE — NEW YORK
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FOX-WILSHIRE THEATRE — LOS ANGELES

These engagements will not be shown on a reserved seat policy. The running time of "THE PRIDE AND THE PASSION" is 2 hours and 12 minutes.

We shall accept additional special engagements only in selected cities of approximately 100,000 or more, openings starting on or about July 18th

WILLIAM J. HEINEMAN
Vice President in Charge of Distribution
United Artists Corporation

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 81, NO. 108 NEW YORK, U.S.A., WEDNESDAY, JUNE 5, 1957 TEN CENTS

Balaban Sees

Three Types Of Customers For Future

Sees Theatres Providing Principal Revenue Still

By LESTER DINOFF

The production and distribution of motion pictures for theatres will continue to be the principal source of revenue for Paramount Pictures, although the company's future business could consist of servicing three types of customers — theatre operators, sponsored television and home box-office provided by pay - TV, Barney Balaban, president of Paramount, told stockholders here yesterday.

Barney Balaban

Balaban, who presided over the

(*Continued on page* 6)

Variety Short Will Gross $50,000 Here

"The Heart of Show Business," the 40-minute featurette produced for the Variety Clubs by Ralph Staub, will gross $50,000 in the New York area, Rube Jackter, assistant general sales manager of Columbia, predicted yes-

(*Continued on page* 5)

Television Today Page 6

and on page 7

Motion Picture Daily's photographer meets industryites returning from abroad.

Morgan Named to Head New Para. Reissue Dept.

Oscar Morgan, who has been in charge of group sales for "The Ten Commandments" at Paramount Pictures under Charles Boasberg, has been appointed supervisor of a new department at Paramount to handle the re-issue of company product.

Morgan, who in his new post will be responsible to George Weltner, world-wide sales manager, previously headed the shorts, special features and newsreel department.

Sees Pay-TV Inevitable

The developing pattern of television economics now confirms the view that pay-television is inevitable, Barney Balaban, president of Paramount Pictures, told company stockholders here yesterday.

Production costs have risen astronomically, TV set saturation is being approached, and the problem of reconciling TV ratings with higher

(*Continued on page* 6)

Pushing of Arbitration Urged by N. E. Group

Special to THE DAILY

WINCHENDON, Mass., June 4.—The Independent Exhibitors of New England convention resolved and urged the representatives of Allied States Association "to continue zeal-

(*Continued on page* 4)

Study du Pont-General Motors Decision

Court Ruling May Hit Diversification

Some Attorneys See Restrictive Angles, But Most Feel Existing Deals Are Okay

Many industry attorneys yesterday were studying the Supreme Court's finding, made public on Monday, that E. I. du Pont de Nemours & Co. is in violation of the anti-trust laws in holding 23 per cent of General Motors' stock; the aim being to endeavor to determine whether or not the decision would apply to diversifications moves by motion picture and theatre companies.

The first reaction of film attorneys who had read the decision was that it probably will not have a direct effect on the type of diversification investments in other companies, many of them unrelated to production and

(*Continued on page* 7)

Capital Studies Du Pont Edict

By J. A OTTEN

WASHINGTON, June 4—Government and private practice lawyers were guarded in their comments on possible effects that the Supreme Court's duPont case decision might have on recent mergers and acquisitions by film industry firms.

The decision clearly gives the government the right to sue to force disposal of a stock acquisition that took place many years earlier, and clearly applies the anti-trust laws to vertical acquisition. On the other hand, it also clearly makes conviction depend on the "reasonable probability" that the acquisition in some way restrained competition; for example, by making the acquired firm a captive market for the acquiring company.

Thus it would seem to put in the

(*Continued on page* 7)

Justice Dept. to Weigh New N. T. Construction

From THE DAILY Bureau

WASHINGTON, June 4 — National Theatres will shortly seek court approval to build an ultra-modern, 1,000-seat theatre at Garden Grove, Calif.

Justice department officials, who

(*Continued on page* 5)

UA Quarter Income Up 14%, Holders Told at First Meeting

The continued growth of United Artists was confidently predicted by Arthur Krim, president, and Robert Benjamin, chairman of the board, at the company's first meeting of stockholders since it became a publicly owned corporation, held at the Rivoli Theatre here yesterday.

With a good representation of stockholders in attendance and 86 per cent of the stock represented either in person or by proxy, Krim and Benjamin backed up their forecasts with detailed reports on U.A.'s record for the recent past and its plans and prospects for the balance of this year and in 1958.

The company's gross world - wide film income for the first quarter of this year was $14,389,000, compared

(*Continued on page* 4)

First U. S. Date for '80 Days' in 35mm.

Special to THE DAILY

ST. LOUIS, June 4—The first American engagement of Mike Todd's "Around the World in 80 Days" in a 35mm. version will begin at the outlying Esquire Theatre here tonight. In all other respects, however, the established road show policy for the picture will prevail.

The film is being shown in Paris in 35mm. All other engagements thus far have been only in the Todd-AO 70mm. process. William J. Heineman, United Artists vice-president and distribution head, arrived here from New York to attend the premiere. U.A. is distributor of the picture.

PERSONAL MENTION

JULES LEVEY, producer, will leave here today aboard the "Queen Mary" for London.

•

Wolfe Cohen, president of Warner Brothers International, will leave New York today aboard the "Queen Mary" for Europe.

•

Nathaniel Lapkin, first vice-president of Stanley Warner Corp., left New York yesterday for Hollywood. He will return here at the weekend.

•

C. V. Whitney, president of C. V. Whitney Pictures, is in New York from the Coast.

•

Joseph A. Tanney, president of S.O.S. Cinema Supply Corp., has returned to his desk following an illness of several weeks.

•

Tutti Camarati, musical director, will leave New York for London today via B.O.A.C.

•

Norman Polikoff, booker in Universal Pictures' New York exchange, will be married on Saturday to Barbara Feldman at The Willows, in Lakewood, N. J.

•

James Newcomb, of the M-G-M studio staff, will arrive here Sunday from the Coast.

•

Mrs. John Tender, wife of the Lorain, O., exhibitor, has given birth there to a girl, their second child.

•

Edward Small, chairman of the board of Television Programs of America, has arrived in New York from Hollywood.

•

Mrs. Gene Brown gave birth last week to a girl, Sherry Lynn. Father is on the art staff at 20th Century-Fox.

•

Richard Carlton, vice-president of Trans-Lux Television Corp., has left here for a cross-country tour of the TV markets.

'D.I.' Bows Here Today

Jack Webb's "The D.I.," which Warner Bros. is releasing, will have its local bow at the Paramount Theatre today.

Rank, ABC Support Bromhead Memorial

From THE DAILY Bureau

LONDON, June 2 (By Air Mail). —Two major groups, the Rank Organisation and Associated British Cinemas, have pledged their support of the Cinematograph Trade Benevolent Fund's (CTBF) Reginald C. Bromhead Memorial Fund. Following talks with both groups, Ralph S. Bromhead, CTBF chairman, announced that J. Arthur Rank, president of the CTBF, is personally donating £1,000 ($2,800) and John Davis has urged all Rank executives and managers to support the Fund and has stated that all branches of the Organisation will cooperate in raising the sums required for the appeal.

Name 25 Pallbearers For Rodgers Funeral

Twenty - five industry figures were named yesterday as honorary pallbearers for the funeral of William F. Rodgers, which will take place tomorrow at the Sts. John and Paul Church in Larchmont, N. Y.

The list includes John J. O'Connor, Harry Brandt, John P. Byrne, Tom Connors, George and Sam Dembow, Ned Depinet, Russell Downing, Gus S. Eyssell, Morey Goldstein, E. C. Grainger, Eric Johnston, David A. Levy, John J. Maloney, Abe Montague, John Murphy, Martin Quigley, Sr., Charles M. Reagan, Herman Robbins, J. Robert Rubin, Edward M. Saunders, William A. Scully, Silas F. Seadler, E. K. (Ted) O'Shea, and Joseph R. Vogel.

MPEA Board Reelects Johnston and Officers

The board of directors of the Motion Picture Export Association of America, at their annual meeting held here yesterday, re-elected Eric Johnston as president for the ensuing year, it was announced.

Also re-elected were vice-presidents Ralph Hetzel, Kenneth W. Clark, G. Griffith Johnson, Irving A. Maas and Robert J. Corkery; Sidney Schreiber, secretary; Stanley R. Weber, treasurer; Herbert J. Erlanger, assistant secretary and assistant treasurer; Thomas J. McNamara, assistant treasurer.

New Sack Theatre

BOSTON, June 4.—The Plymouth Theatre here, for many years a legitimate theatre, has been taken over by Benjamin Sack and, after complete renovations, will become a first run showcase for films. Sack will change its name to the Gary Theatre in honor of his youngest son.

'Documentary' Suspense Films Sure-Fire: Stone

By RICHARD GERTNER

Andrew Stone has been making motion pictures since 1926, and his favorite type to produce is the suspense story with "documentary flavor," he told the trade press in an informal interview at the M-G-M home office yesterday. All such films he has made, including "Julie," "The Steel Trap," and "The Night Holds Terror," among others, have made money except two, Stone said, proving that pictures of this type are still "sure-fire" with the public, which has been enjoying them since the days of the early serials, from which today's thrillers have sprung.

Smooth Husband-Wife Team

Also present at the interview was Stone's wife, Virginia, who assists her husband in all production phases of their pictures and then does the cutting herself. Stone writes his own scripts and then directs, which gives them complete control and responsibility for the final results.

The Stones are presently in New York scouting locations for their next picture, "The Third Rail" (temporary title), which will be the first of three they have signed to do for M-G-M within the next 18 months. As with their previous pictures, they anticipate a short shooting schedule—16 days on the Coast and seven in New York—the result of careful blueprinting in advance.

Have Two-Point System

The "documentary flavor" of their thrillers is achieved in two ways, the Stones pointed out: Through using stories based on real-life police cases and always shooting in the natural location of the story. Their next for M-G-M, "Infamy at Sea," will be shot in Honolulu, and the third — "The Guided Missile Story" — at White Sands, N. M. Both titles are also temporary.

Under the Stones' scheme of working—shooting always on location and using their own home as an "office" —there is one special financial advantage, they noted. The studio can't charge any overhead against their pictures!

Decca, 'U' Dividends

Directors of Decca Records, Inc., yesterday declared a regular quarterly dividend of 25 cents per share on the company's capital stock, payable on June 28 to stockholders of record on June 17.

The board of directors of Universal Pictures yesterday declared a quarterly dividend of 25 cents per share on the common stock of the company, payable June 28 to stockholders of record on June 14.

Kansas City Theatres Have Benefits for Tornado Fund

Special to THE DAILY

KANSAS CITY, Mo., June 4 — As a benefit for the tornado disaster fund of the American Red Cross, 40 theatres of the Motion Picture Association of Greater Kansas City will present shows tonight for which no admittance will be charged.

A voluntary offering will be taken at each theatre—25 indoor and 15 drive-ins—with all proceeds going to the fund.

Crown Leaves AA; Sets Up New Producing Firm

Alfred Crown has resigned as a vice-president of Allied Artists Pictures to form a partnership with Morris Helprin for the production of motion pictures for theatrical and television presentations. The new organization, to be known as Barbizon Productions Corp., will be located here.

In announcing Crown's resignation yesterday, Steve Broidy, president of Allied Artists, said in a personal message to him: "I regret very much the loss of your services, but naturally, I am happy that you are getting to do the thing you want to do. May I take this opportunity to extend my gratitude for your efforts on behalf of Allied Artists and my very best wishes for success in your undertaking."

A vice-president of Allied Artists for the past two years, Crown handled many of the company's co-production deals.

New Eckman U.K. Firm

LONDON, June 4. — Samuel Eckman, Jr., has announced the formation of an association with George J. Schaefer to supervise sales in the British Isles of films produced by Stanley Kramer, Otto Preminger, Henry Fonda and others, also to act as their representatives in the United Kingdom and Ireland. Eckman indicated that the majority of his assignments will be United Artists releases.

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"ARE YOU READY FOR THEM?"

Millions will be seeking entertainment _outside_ the home. Here are some of M-G-M's BIG shows for summer audiences!

"THE LITTLE HUT" SPICY! JOYFUL!

M-G-M Presents
AVA GARDNER · STEWART GRANGER · DAVID NIVEN
In **"THE LITTLE HUT"**
Introducing **WALTER CHIARI**
Screen Play by **F. HUGH HERBERT** · Based on the Play by ANDRÉ ROUSSIN · English Stage Adaptation by NANCY MITFORD
Photographed in **EASTMAN COLOR · A. HERBSON S. A. PRODUCTION**
Directed by **MARK ROBSON** · Produced by **F. HUGH HERBERT and MARK ROBSON** An M-G-M Release

"SOMETHING OF VALUE" BIG! BOLD! A HIT!

(Biggest business in a year and a half. Astor, N.Y.)

M-G-M Presents
"SOMETHING OF VALUE"
Starring **ROCK HUDSON**
DANA WYNTER · SIDNEY POITIER
With **WENDY HILLER · JUANO HERNANDEZ · WILLIAM MARSHALL**
Screen Play by **RICHARD BROOKS** · Based on the Book "SOMETHING OF VALUE" by ROBERT C. RUARK
Directed by **RICHARD BROOKS** · Produced by **PANDRO S. BERMAN**

"SILK STOCKINGS" TERRIFIC MUSICAL!

M-G-M Presents **AN ARTHUR FREED PRODUCTION** Starring
FRED ASTAIRE · CYD CHARISSE
In **"SILK STOCKINGS"**
Also Co-Starring **JANIS PAIGE · PETER LORRE**
With **JULES MUNSHIN · GEORGE TOBIAS · JOSEPH BULOFF**
Screen Play by **LEONARD GERSHE and LEONARD SPIGELGASS**
Suggested by "NINOTCHKA" by MELCHIOR LENGYEL · Music and Lyrics by **COLE PORTER**
Book of Original Musical Play by **GEORGE S. KAUFMAN, LEUEEN McGRATH and ABE BURROWS**
Produced on the Stage by CY FEUER and ERNEST H. MARTIN · In **CinemaScope** And **METROCOLOR** · Directed by **ROUBEN MAMOULIAN**

Move in Senate To End 'Leaks'

From THE DAILY Bureau

WASHINGTON, June 4 – Federal regulatory agencies have been asked by a Senate committee to draft legislation to prevent "leaks" of their decisions. The legislation would affect the Federal Communications Commission, Securities and Exchange Commission, and other business-regulating agencies.

The Senate Investigating Committee, it was learned, has met secretly with members and counsel of these commissions, asking information about recent leaks. One of the subjects discussed with the FCC reportedly was leaks earlier this year that the commission was disposed to authorize public tests of toll television.

As a result of these meetings, the committee has asked the commissions to draft legislation providing criminal penalties for government officials who wilfully disclose information about commission actions.

The legislation would also attempt to reduce outside pressures on commissioners by preventing anyone connected with a case from appearing privately before a commissioner.

Altman-George and WB In Deal for Dean Story

"The James Dean Story," co-produced and co-directed by George W. George and Robert Altman, has been acquired for distribution by Warner Brothers, it has been announced by Jack L. Warner, WB president. A portion of the proceeds will go to the James Dean Foundation to finance scholarships in the field of dramatic arts.

Warners plans to supplement the story of the young actor with hitherto undistributed films of Dean screen tests and unused scenes from his Warner pictures.

UA Opens Sales Meet In St. Louis Today

Special to THE DAILY

ST. LOUIS, June 4.–United Artists' district managers will discuss sales policies and distribution plans for the company's summer and fall releases at a meeting to be held at the Chase Hotel here tomorrow and Thursday. William J. Heineman, UA vice-president in charge of distribution, and James R. Velde, general sales manager, will preside.

Starr Leaves Mutual

The oldest and only surviving show of its kind on the air–Martin Starr's Hollywood commentaries – left the Mutual Broadcasting System May 31 when Mutual's new format went into operation. The veteran radio reporter has been covering the film industry for 23 years, the last two of which were with Mutual, which he joined after leaving Quigley Publications in Hollywood.

UNITED ARTISTS
CORPORATION

Robert S. Benjamin speaking at the first public stockholders meeting in United Artists' history yesterday. The dais participants are John Peoples, Leon Goldberg, Max E. Youngstein, Seymour M. Peyser, Arthur B. Krim, Seward I. Benjamin, Robert C. Porter, William J. Heineman, and Joseph Ende.

UA Quarter Income Rises

(*Continued from page 1*)

with $12,553,000 for the same period last year, a gain of 14.6 per cent, Benjamin said. First quarter net after provision for taxes and year end adjustments was approximately 57 cents per share on approximately 1,000,000 shares outstanding, compared to 48 cents per share last year when the company was privately owned, computed on a pro forma basis.

Predicts Larger Gross

Krim predicted on the basis of current indications that U.A.'s gross for the remainder of 1957 will exceed last year's figure of $64,771,784 and earnings will be higher than last year's $3,106,000. He said that the product in view is the best in the history of the company. Releases will be continued at the rate of four per month but there will be more of the top "A" pictures than ever before.

Krim said the company's gross from TV, which amounted to $2,000,000 in 1956, would approximate $5,000,000 this year. He pointed out that his management, which took over in 1951, had never been without TV competition and now considers TV an added source of earnings rather than an adversary.

Sees Record for '80 Days'

The growth potential of the film industry is demonstrated by the fact that successful pictures are constantly reaching higher gross levels, Krim pointed out. Two years ago "Not As a Stranger" did over $6 millions domestic; last year "Trapeze" passed the $7 millions mark and now "Around the World in 80 Days" promises to outdistance anything the company has ever released. Foreign grosses, too, are climbing, he said, reporting that "Vera Cruz" grossed over $4 millions foreign in 1955, "Trapeze" over $7 millions last year, and "80 Days" also certain to outdistance the others.

Stockholders were told that the company hopes to maintain a liberal dividend policy because there is no requirement, nor present intention, of paying dividends on the 650,000 shares of Class B stock held by management. After dividends on the 210,395 shares of common outstanding have been paid, the balance of earnings will be plowed back into the company for production financing, as was the bulk of the proceeds of the recent sale of stock to the public, the meeting was told.

Krim said that 1958 will be first to reflect the benefits of the public financing program, with more "blockbusters" being put in production in the next four months than in the past 18 to 24 months.

Questioning Brief

Questioning of management from the floor was brief and friendly, although the first stockholder to take the floor introduced an odd note with an unsupported accusation of dishonesty on the part of a European employee of the company. The accuser said her name was Mrs. Irene Martine, recently returned from abroad. She was invited to discuss the charge with company officials in their offices.

Seated at the head table on stage with Krim and Benjamin were Leon Goldberg, vice-president and treasurer; Max Youngstein and William Heineman, vice-presidents; Seymour Peyser, vice-president and general counsel; Seward Benjamin, secretary; Joseph Ende, comptroller, and Robert Porter, a director.

Benjamin noted it was the first public meeting of stockholders in the 38-year history of United Artists.

U. A. Directors, Officers Re-Elected for One Year

United Artists stockholders re-elected all directors at the first public meeting here yesterday. Directors then met and re-elected all officers.

Directors are: Robert Benjamin, chairman; Arthur Krim, president; William Heineman, Max Youngstein, Arnold Picker, Seymour Peyser, Leon Goldberg, Seward Benjamin, Joseph Ende, Robert W. Dowling and Robert C. Porter.

Arbitration

(*Continued from page 1*)

ously in their efforts to establish an industry arbitration system."

In the convention resolution, the New England affiliate unit of National Allied urged that such arbitration machinery "contain and achieve efficiency at a low cost, employing members of the industry and not strangers to it, and permit the arbitration of the increase or decrease of length of clearance as well of establishment of new clearances, depending on the facts of each situation.

"Also, arbitration of print problems which create delayed availabilities and a solution to this problem and arbitration of merchandising engagements or such other variations of the pre-releasing practice that ignore the historical availability of the first and subsequent run theatre."

Edward Lider Chairman

The head table dais at the afternoon open meeting was made up of Edward W. Lider, general chairman of the convention; Michael Redstone and Nathan Yamins, co - chairmen; Irving Dollinger, Jay Emanuel, Daniel Aaron of Jerrold Electronics, and Albert Sindlinger, all of Pennsylvania.

Sindlinger spoke in an extremely optimistic vein when he said: "You have never known the kind of success that is ahead of you in this business but you must create a desire or a chemical reaction to make patrons want to return to your theatres. The producers must learn the chemistry of people, too."

Aaron Talks Cable Theatre

Aaron, who spoke on the cable theatre, announced that Video plans to initiate operation of the Bartlesville, Okla., cable theatre on Labor Day along with plans to offer three separate channels for Telemovies. One will carry a package of 13 first-run motion pictures monthly; a second channel will provide background music, news, weather, and time service, and a third channel will carry the best in re-runs. This entire package, he said, is being sold to the subscriber for $9.50 a month.

REVIEWS

re of the Swamp

gal-20th-Fox—Regalscope

HOLLYWOOD, June 5

Vith the Florida Everglades add- Nature's to the man-made menace the story, Producer Sam Hersh's lodrama of greed, murder and in- table justice, filmed in Regalscope d directed with telling deliberation Hubert Cornfield, is powerful in creation of suspenseful situations d its steadily maintained tension. is beneficiary of a tight script by illiam George, from an original vel by Gil Brewer, and especially crystal-clear photography in low y of the swamp setting against hich the story is played out, in real- ic manner, by Marshall Thompson, illard Parker, Joan Vohs and, in an pecially vivid portrayal of the prin- pal heavy, Jack Elam. It is a melo- ma with impact, suspense and total edibility.

The principal scene is the swamp- le home of Thompson, a poor boat- an who makes a living by taking sitors into the adjoining swamp. The ory opens with a visitor, played by illard Parker, employing him to take m into the swamp, leave him a hile, and bring him out again, and rker maps the terrain they traverse, en overpays Thompson when back the dock, promising to return again. ortly Thompson learns, from a wspaper report, that Parker was a nk robber and has been murdered. hompson deduces that Parker hid the 95,000 bank money in the swamp, ith intent to return for it, and al- ost immediately he is visited, in- rmally and forcefully, by Elam, pal the dead robber, who demands to taken to the spot where Parker ust have hidden it.

Other persons interested in the me money for different reasons ar- ve, making their own efforts to press hompson into their service, and timately they all go into the vamp, separately, two of them to eir death by quicksand and Thomp- on to the point of it by gunshot. The icture is different than most of the ories in general kind, especially in tting and in its persuasiveness.

unning time, 75 minutes. General assification. Release, in June.

WILLIAM R. WEAVER

un of the Arrow

lobe—RKO—U-I

HOLLYWOOD, June 5

This outdoor action drama which amuel Fuller wrote, produced and irected has an unusual story line, ounterposing the South's embittered oss of the Civil War by exploiting omparable situations arising out of he conflict between the Indians and he United States.

Rod Steiger, starring with Sarita Iontiel, Brian Keith and Ralph Meek- r, portrays a Confederate soldier whose hate for the North later turns to understanding that "Lee's surrender was not the death of the South, but the birth of the United States." The film's title is drafted from a Sioux Indian custom whereby a captive is given a chance for his life if he can outrun, in his bare feet, pursuing Indians at a handicap of the distance from the point where an arrow has been shot.

Steiger is given such a chance, having renounced his love for the States, and expressed a desire to become a member of the Sioux tribe. Steiger evades the slow death torture penalty, if caught, through the aid of an Indian girl, Sarita Montiel, whom he marries.

Accepted as a member of the tribe Steiger is later delegated to act as a Sioux guide for Keith, captain of a cavalry detachment assigned to build a fort within the restricted limits of the Montana goldfield trail. Meeker, second in command of the cavalry, violates the Indian code, shooting Crazy Wolf (H. M. Wynant), when he is made to take the run of the arrow by Steiger for killing Keith in a treacherous Indian raid. Steiger shoots Meeker in a "mercy killing", as he is being skinned by vengeful Indians. The Indian chief and Sarita prevail upon Steiger to return to his countrymen, since he gives evidence that he could not kill a white man in defense of the Sioux tribe.

The feature is in color by Technicolor. Running time, 85 minutes, General classification. Release, in September.

SAMUEL D. BERNS

Variety Short

(*Continued from page* 1)

terday. Addressing New York Tent 35 members at a luncheon screening of the picture at Toots Shor's, Jackter said he was leaving shortly on a tour of the midwest and that he would take a print of the picture with him to sell in midwestern exchanges and that the $50,000 gross would be a goal for them to shoot at.

To Be Handled at Cost

Columbia is distributing the picture at cost. Fifty per cent of the gross after distribution costs goes to Staub, who is producer of Columbia's "Screen Snapshots" series, and the remainder is divided between Variety International and the local Tent in each exchange area.

Chief Barker Harold Klein, presiding at the luncheon, introduced Harry Brandt who, in a moving tribute to the late William F. Rodgers, declared that the industry "as a lasting monument to his memory should implement an arbitration and conciliation system at once."

His Humanity Emphasized

Brandt further enlarged on Rodgers' charity and humanity and stressed the fact that his family had requested that instead of sending flowers to his funeral his friends should make contributions to the Will Rogers Memorial Hospital.

Says What Pay-TV Test Would Prove Is Unclear

Special to THE DAILY

ASHEVILLE, N. C., June 4.—The proposal of advocates of pay-television for a mass trial with the public as judge is "most puzzling" because it has "never been made clear just what will be tested, what the public is supposed to choose between and what part of the public will be choosing," Richard S. Salant, vice - president of the Columbia Broadcasting System, told the General Federation of Women's Clubs at their annual meeting here.

"This proposal does not involve a trial at all of whether the American people would rather pay to see television or see it free," Salant said. "If the public is given the choice of seeing any given program free or paying for it, of course, it will choose to see it free. But the trial of subscription television which the proponents talk about doesn't propose to give the people that choice. It will only give them the choice of paying for the program or *not* seeing it."

"All that a test, at least of the kind the proponents are proposing, would prove, is that the pay television people can make money out of just a tiny minority of the people and that minority can deprive the majority of free television," he added.

N. T. Building

(*Continued from page* 1)

refused to indicate their position on the proposed acquisition, said a hearing would probably take place in late June or early July in New York District Court. They viewed the National proposal as a "major development," quite likely the start of a considerable national construction program.

Garden Grove is a growing community about six miles northwest of Santa Ana and about three miles south of Anaheim, near Disneyland. The town's population is now estimated at 42,000.

The proposed theatre would be equipped to handle Todd-AO, Cinemiracle and other new projection processes.

Belafonte to Tour

Harry Belafonte, star of Darryl F. Zanuck's "Island in the Sun," embarks Sunday on a cross-country personal appearance and concert tour during which he will participate in newspaper, radio and television activities to promote the 20th Century-Fox production. His tour will include Pittsburgh, Cleveland, Detroit, Evansville, San Francisco, Spokane, Portland, Seattle, Vancouver, B. C., Los Angeles, Denver, and Washington, D. C.

Love In The Afternoon
McCall's
The magazine of Togetherness

Allied Artists' gay and delightful new motion picture, "LOVE IN THE AFTERNOON", is being pre-sold to millions of women and their families through an advertisement in July McCall's.

This enchanting Paris-style story, about the traveling ladies' man (Gary Cooper), the "very shy for a bold girl", Audrey Hepburn, and her private-detective father (Maurice Chevalier), will rate high with McCall's movie-going audience.

Allied Artists loves McCall's—morning, afternoon and night—because McCall's families build big box-office for "LOVE IN THE AFTERNOON".

Television Today

FCC Gives Go-Ahead to Overseas Telecasting

From THE DAILY Bureau

WASHINGTON, June 4. – The Federal Communications Commission has given permission for the inauguration of overseas telecasting by authorizing the first use of "over-the-horizon" program broadcasting.

American Telephone & Telegraph Co. and Florida Micro Communications, Inc., Miami, both have permission to transmit ultra-high frequency TV programs between Florida and Cuba. The A.T. & T. grant supplements a June, 1956, permit which allowed the utility to set up international radio telephone service between the two areas. The new action authorizes the company also to send black-and-white TV programs over this channel.

Florida Micro, an independent concern, is licensed to build a station at Tavernier, Fla., to monitor TV programs to its outlet at Mantanzas, Cuba. It plans to bring Cuban programs to the United States some time in the near future.

Reveal Skiatron Seeking Pay-TV Baseball Deals

Matthew M. Fox, head of Skiatron TV Inc., yesterday said he has been conducting negotiations with every major league baseball team to put their games on closed circuit subscription television.

Fox, who said that he foresaw a nationwide hookup in time, said that Skiatron has three closed circuit channels available for the hookup—one for music, and the other two for sports and other entertainment.

One Man's TViews

By Pinky Herman

PRODUCED by Alan Handley, the "NBChevvy Show," co-starring George Gobel, Pat Boone, Shirley MacLaine and Gisele Mackenzie last Sunday (9:00-10:00 P.M.) proved a highly entertaining vehicle, well paced by excellent singing and dancing, clever and unusual settings and a generous sprinkling of humor contributed by the four principals. . . . The ABC-Paramount recording artist Freddie Montei has what it takes to cop the duke on Arthur Godfrey's "Talent CBScouts" show next Monday. . . . City grade TV service to rural communities is entirely possible and practical according to Prexy Roger L. Putnam and V. P. & Chief Engineer, respectively of WWLP (Channel 22) Springfield, Mass. who, by utilizing their UHF station WRLP in Winchester, N. H. as a satellite station, plan to bring everyday television programs to isolated areas of Western and Southern New England by means of translators located on mountain tops in Claremont, N. H., Bennington, Vt., Rutland, Vt., Lebanon, N. H. and Newport, N. H. . . . Featured in three current LP Albums by Lawrence Welk, Steve Allen and Jackie Gleason, the Harry Archer-Harlan Thompson standard ballad "I Love You," is a cinch for the Hit Parade. (Are you reading, Mickey Scopp?) . . . NTA has just announced a new telefilm package of 20th Century-Fox flickers set for release in the Fall to be called "The Big Fifty." WCBS-TV bought the package in a pre-release deal consummated by Hal Hough of the net and Harold Goldman, NTA's sales Veep.

☆ ☆ ☆

Bess Myerson

With Spotlite Promotions the producer, a 15-hour telethon, co-emceed by Bess Myerson, Barry Gray, Arnold Stang and Al (Captain Video) Hodge will be KDKAst Saturday for the Pittsburg (tent) Variety Club with the top prize "Christmas Week In Rome for two" via KLM Airlines to the "contributions winner." . . . Screen Gems' "Father Knows Best," co-starring Robert Young and Jane Wyatt, now in its fourth year in TV, has just gone before the cameras for another 39 films for Scott Paper Co. Written by Roswell Rogers and Paul West and produced by Eugene B. Rodney, the teleseries has copped a dozen national awards topped by the recent "Emmy" earned by Bob Young for "best performance in a continuing dramatic series." . . . Helen Hayes will be seen as the star of Sumner Locke Elliott's drama "Mrs. Gilling and the Skyscraper," on the "Alcoa Hour" next Sunday (9:00-10:00 P.M.) over the NBChannel.

Three Types

(*Continued from page 1*)

company's annual meeting at the Paramount home office here, also stated that:

A decision on the sale, leasing or distribution of the pre-1948 film library to television will be made soon. "I would be disappointed if a decision is not reached at the latest by the year end," he said.

Will Expand Carefully

Paramount plans further expansion into the electronics field, but is approaching this with studied interest.

DuMont Laboratories and Chromatic Television Laboratories will deliver their first production prototypes of the Lawrence color television tube this year and the costs will be under $400.

Paramount has entered into an operating agreement with Union Oil Co. of California for the acquisition and development of oil and gas covering 1,360 acres in Hollywood, including the Paramount studio and Sunset Studio.

The company has no program for acquisition of more stock and no plans at this time to increase dividends or pay extra dividends.

Seeks 'the Right Pictures'

Declaring that traditional theatre outlets have demonstrated their ability to continue as "our basic source of revenue, although at reduced levels," Balaban said "there are profits to be made from theatre audiences—if you have the right pictures. Let no one sell the theatre market short. Today the industry takes in about $350,000,000 annually from theatres in domestic film rentals. At this level, it is a constant struggle to show a reasonable profit. It would only take a 10 to 15 per cent increase in these figures to provide a healthy position for our industry."

Balaban revealed that Paramount intends to become an important supplier of motion pictures for television and pointed out that the company has been careful "not to make any premature deals involving our pre-1948 film library." He said that there are between "565 to 800 films in it, but about 700 available for television and approximately 300 in the post-1948 library."

Pleased by Results Overseas

The Paramount head informed stockholders also of the company's production and distribution activities and noted that foreign operations continue to hold at a satisfactory level. He said that at the end of 1956 blocked cash abroad amounted to $5,500,000. Paramount will also produce overseas, it recently completed a film in Spain and plans three others for England, he reported.

He also stated that Paramount's income in the second quarter of this year is ahead of a year ago.

The company executive told of developments in Paramount subsidiaries, including Telemeter Magnetics, International Telemeter, Chromatic Television Laboratories, Dot Records, Au tometric Corp. and studio facilities He reported that Paramount's oi agreement with Union Oil Co. is 50-50 deal and that at the presen time in excess of 3,000 oil and ga leases have been obtained from in dividual land owners in the area.

Points to Steady Dividends

Balaban informed stockholders who questioned him about the com pany policy of shrinking capita structure, that this move has pro tected and benefitted the best inter ests of stockholders. "It has enablec us to maintain our $2.00 dividenc rate within the bounds of pruden business practice," he said.

Stockholders re-elected Balaban, Y Frank Freeman, A. Conger Goodyear Stanton Griffis, Duncan G. Harris John D. Hertz, Earl I. McClintock Maurice Newton, Paul Raibourn, Edwin L. Weisl, George Weltner and Adolph Zukor as directors.

To Demonstrate Telemeter Here in July: Novins

International Telemeter Corp. wi set up an Eastern demonstration its cable theatre subscription telev sion system in New York in mid-Jul according to vice-president and ge eral manager Louis Novins. MOTIO PICTURE DAILY reported recentl that such a demonstration would b held around June 17, in the Par mount home offices.

Novins stated here yesterday th Telemeter planned to hold a demo stration this month but some diff culties arose and therefore it w necessary to postpone the showing month. He said that a representativ of his organization will arrive her from Hollywood next week to loo for sites to stage the demonstratio

Pay-Television

(*Continued from page 1*)

costs to the sponsor is becoming mor discouraging to advertisers, Balaba stated.

"This is evidenced by the numbe of cancellations of programs, switch ing from TV to other forms of ad vertising, and the high mortality rat of TV personalities," he said, point ing out that "a new source of T programming, therefore, seems in evitable. Pay-TV is the answer."

"There are many persuasive rea sons for believing that the cable ap proach will be the most effective i getting pay-TV off the ground quick ly," Balaban said, adding that fro long experience in the entertainmen business, once such a system become a reality, it has to be a cash system

The company executive disclose to stockholders that Telemeter i "now technically ready" and has bee submitted to leading manufacturer for bids. He also said that additiona formal statements on pay-TV will b filed with the FCC by July 8.

ourt Ruling

(*Continued from page 1*)

ibition of theatrical films, that e been undertaken by industry mbers to date.

However, some attorneys felt that could have a definitely restrictive uence on film or theatre company estments involving corporate con- l of unrelated industries from now

They pointed to Justice Harold H. rton's dissenting opinion, which med the decision a "sleeping nt" affecting every corporation t has acquired a stock interest in ther corporation with which it has siness dealings.

Edict Unique to Many

Most attorneys were agreed that decision is completely different n the film and theatre divorcement ree and, in fact, from all previous i-trust rulings. They said, however, t a definite answer on the effect the decision on the diversification ves in this as well as other indus- s will have to wait upon rulings the Federal District court in Chi- o, to which the case was remanded, ich are expected to spell out where estment stops in such instances d effective control begins. The er court also will determine what ief is required, whether du Pont st dispose of its G. M. stock or at additional measures may be med necessary.

ompanies' Magnitude Seen Factor

Industry attorneys who inclined to opinion that the decision would affect existing instances of diver- cation by film and theatre com- nies cited the great differences in economic standing of the cor- rations involved, du Pont and G. being among the five greatest porations in the country.

"They hardly are comparable," one n attorney said, "to the film and atre companies that were hit hard a new form of competition and re more or less obliged to invest outside industries as a hedge for hanging market of their own. Cer- nly such film and theatre com- nies have little to gain in buying products of companies in which y have invested to the disadvan- e of their competitors."

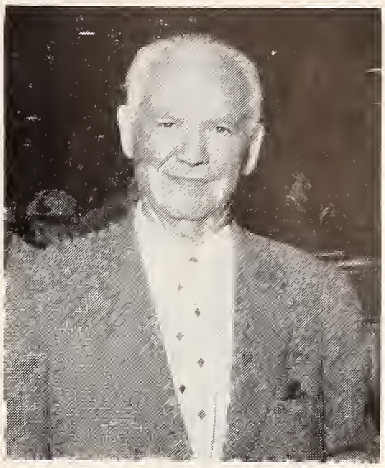
Film Industry Cases Cited

Companies with diversified inter- s include List Industries (RKO eatres), textiles, real estate; Stan- Warner Theatres (International tex); Paramount Pictures (television, ords and electronics); General Tire Rubber Co. (RKO Pictures Co.); nerican Broadcasting - Paramount eatres (television and electronics); cca Records (Universal Pictures); ew's (records, music publishing, io station operation), and Warners, usic publishing).

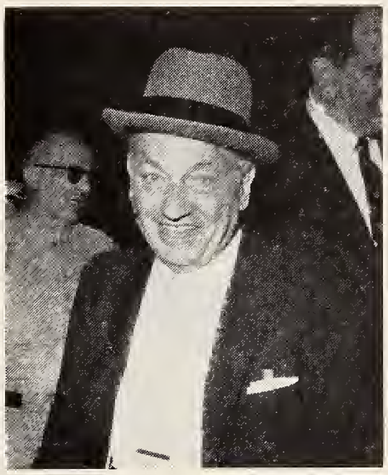
Whether the investments of vir- lly all film companies in television ght be affected were being con- ered by the attorneys also in their dy of the high court's decision.

In From Europe Yesterday

SAMUEL ROSEN



N. J. BLUMBERG



JOSEPH MOSKOWITZ

JOSEPH PINCUS

These four prominent industry executives were among those arriving by ship from Europe yesterday. On board the Cristoforo Colombo was N. J. Blumberg, chairman of the board of Universal Pictures. On the Queen Mary was Samuel Rosen, Stanley Warner executive vice-president (see story below). Joseph Moskowitz, 20th Fox vice-president, also on the Queen Mary, said that during three and one half weeks, mostly in London, but also in Paris and Rome, he set up a quota production schedule in England, with two to begin work in July, and also conferred with Robert Goldstein on the production in Italy of "A Farewell to Arms" which he asserted is going well. Joseph Pincus, 20th Fox Eastern talent representative, who arrived with Moskowitz, and traveled with him, said they interviewed and rated performers for some of the story properties the company will make into pictures, and were particularly struck by one German girl who, they feel, would be particularly good for "The Diary of Anne Frank."

—FLOYD E. STONE

Atlanta Joint Convention To Be Host to Pioneers

Special to THE DAILY

ATLANTA, June 4—Motion picture industry pioneers of this area will hold their annual breakfast this year as guests of the joint convention of the Motion Picture Theatre Owners of Georgia and the Alabama Theatres Association. The breakfast will be held at the Dinkler-Plaza Hotel here on June 25. The convention is scheduled for three days, June 23-25.

'Bus' Opens Today

20th Century-Fox's "The Wayward Bus" opens at the Victoria Theatre here today.

European Films Lack Saleability: Rosen

Samuel Rosen, Stanley Warner executive vice-president, said yesterday, arriving on the "Queen Mary," that in six weeks abroad he became convinced that European pictures don't lack quality, but something more important to American buyers: saleability. They like realism, he said, and he knows Americans don't.

He said he was speaking as an exhibitor, not as a censor, and as an exhibitor who has gone through "trial and error" with foreign pictures. That they do well on the art circuit doesn't mean anything—that isn't "money."

He added he saw pictures at the Cannes Film Festival, but only those regularly shown. Only one picture he had screened for him, and that was "Manuela" and that was in London, and it was the only one he liked in a business way. It is a British Lion picture. He did not commit himself, he said.

Rosen also declared, possibly for legal reasons and for what he said were understandable ones, that he could not comment on reports Stanley Warner would acquire pictures for distribution. He reiterated he saw pictures and spoke to people only as an exhibitor.

He also conferred with Cinerama licensees in London and Paris about operations there and in the two Italian installations.

Capital Studies

(*Continued from page 1*)

clear acquisition of a completely unrelated enterprise, such as Stanley Warner's acquisition of International Latex Co. "It's hard to see just how a theatre company could be accused of violating the law by acquiring a girdle company as a captive market," one attorney observed.

On the other hand, the decision might conceivably at some future date provide a basis for government challenge of a film producer's acquisition of some television station, if the government could show that the producer were keeping the station from buying films made by other film companies.

'Proof' Is Primary Requirement

In other words, the government would still have to provide considerable proof that the acquisition was being used somehow to restrain competition, and there is the question of whether the government might not have been able to win such a suit even without the duPont decision.

For example, if the government wanted to challenge Paramount's acquisition of International Telemeter, it would presumably have to prove that Telemeter was a major force in the subscription TV picture, that it was barred from buying any films other than Paramount's to show on its home TV set-up, and perhaps that other toll TV systems were suffering because Paramount would not sell them films but would sell only to Telemeter.

The question is whether, assuming the government could show all this, it wouldn't be in a pretty good court position even without the duPont decision.

May Affect Pre-Merger Bill

One possible result of the decision, some lawmakers felt, would be to improve the chances of action on the so-called pre-merger bill, requiring large firms to give the government advance notice of merger plans. Presumably this would be on the theory that pre-merger clearance would minimize the chances of a government suit after the acquisition takes place.

Hal Wallis'

"GUNFIGHT AT THE O.K. CORRAL"

IS

a boxoffice

K.O.

HELD OVER

IN 53 OUT OF 55 BRANCH AND KEY-CITY OPENINGS!

TECHNICOLOR® VISTAVISION®
Paramount Pictures

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 81, NO. 109 NEW YORK, U.S.A., THURSDAY, JUNE 6, 1957 TEN CENTS

'Operation Moviegoing'

Name Bush and Steinberg to Radio Drive

Appoint Group to Select Golden Jubilee Director

"Operation Moviegoing," one phase of the industry's business building program, will be implemented next week by two representatives of the advertising and publicity directors committee of the Motion Picture Association of America, who will leave here for Denver and Rochester to lay the groundwork for the spot radio test campaign designed to build interest in motion pictures.

Rodney Bush

Herb Steinberg

The MPAA group, chairmaned by

(*Continued on page* 2)

Zoomar Loses Its Suit On Lens Patent Rights

Holding that the Zoomar lens system is a commercial development rather than an invention, Federal Judge Irving R. Kaufman yesterday ruled invalid the patent rights of Zoomar, Inc., manufacturer of the device which enables the film or television photographer to vary the size

(*Continued on page* 3)

Television Today Page 6

Market Grows for Well Made Low-Budget Films: J. Lesser

By SAM BERNS

HOLLYWOOD, June 5—"The doors are wide open today for imaginative low-budget motion pictures", according to Julian Lesser, producer of many films in Hollywood and England.

"Television has caused audiences to tire of conventional cops-and-robbers and Western 'B' pictures," he contends. "There are so many half-hour shows like them on television.

"So low-budget producers can profitably turn to subjects not seen on television which are best shown on big movie screens where small detail and big emotional impact are possible.

"These are principally the science fiction, horror and 'exploitation' shows. A supernatural monster is

(*Continued on page* 3)

AB-PT Concludes Deal For Republic Release

AB-PT Pictures Corp. has concluded a deal whereby its pictures will be distributed in the U. S., its possessions and Canada by Republic Pictures, it was jointly announced yesterday by Sidney M. Markley, vice-president of American Broadcasting-Paramount Theatres, Inc., and Herbert J. Yates, president of Republic. The announcement confirmed a report which first appeared in MOTION PICTURE DAILY on March 25.

Under the agreement signed by the companies Republic will handle the physical distribution of AB-PT Pictures to the parent company's own theatre affiliates and both selling and physical handling to all other theatres.

MPEA Agrees on Plan For Egypt Remittances

The board of directors of the Motion Picture Export Association have agreed on a common policy in respect to remittance of film rentals from the Egyptian market, according to an MPEA official. The MPEA directors agreed to bring out a certain portion

(*Continued on page* 2)

Loew's Board Meets On Debt, Stock Split

The board of directors of Loew's, Inc., met here yesterday afternoon to take up the division of the funded debt and a split in stock between the production and distribution organization and the theatre company.

The Loew's board, aided by court

(*Continued on page* 2)

Senate Group Impasse On Wage Bill Continues

From THE DAILY Bureau

WASHINGTON, June 5. — The Senate Labor Committee today again failed to reach a decision on extending federal minimum wage coverage to

(*Continued on page* 2)

Hollywood's Obituary Rewritten by 'Life'; Magazine Tells of a New Empire Rising

"Life Magazine," which a couple of years ago heralded the death of the motion picture industry in a special feature article, this week runs a sequel to the obituary. Titled "Amid the Ruins of an Empire A New Hollywood Arises," the article, by Eric Hodgins, is a penetrating discussion of the "revolution" which in the past few years has brought about the dismantling of the mass production lines of the major studios and the rise of the independent producer.

The transformation of talent, including directors, writers and actors, into producing companies is given credit for saving Hollywood. "There is still glamor and confusion," the article says, "but these are less noticeable than business like attitudes and cool-headed conservatism. An Empire has fallen but something better than Empire is rising up."

House Committee

Rejects Plan To Lift SBA Loan Ceiling

Votes Tentatively to Make SBA a Permanent Agency

By J. A. OTTEN

WASHINGTON, June 5. — The House Banking Committee today rejected a proposal to lift the ceiling on individual Small Business Administration loans.

This is one change recommended by the Theatre Owners of America. The present individual loan ceiling is $250,000, and the committee, which today began executive session voting on a new SBA bill, turned down a move by Rep. Patman (D., Tex.) to remove the ceiling entirely.

The committee also tentatively voted to make SBA a permanent agency, a change backed by TOA. It

(*Continued on page* 2)

5-Channel System Set For Toll-TV Operation

Special to THE DAILY

ST. LOUIS, June 5.—Southwestern Bell Telephone, which is joining with the Vumore Co. in conducting the Bartlesville, Okla., cable theatre test, has agreed to furnish a five channel distribution system for transmission of films from studio to subscribers' home. Officials of Southwestern Bell explained:

"As we proposed to furnish it, this system will comprise feeder and distribution cables from, and including

(*Continued on page* 2)

Plan Special Bookings For 'Pride' in July

United Artists will accept special engagements for Stanley Kramer's "The Pride and the Passion" beginning on or about July 18, according to William J. Heineman, UA vice-president in charge of distribution.

These bookings will be restricted to selected cities with a population of approximately 100,000 or more, he said.

PERSONAL MENTION

ARNOLD M. PICKER, United Artists vice-president in charge of foreign distribution, returned to New York yesterday from Europe.

•

LOUIS A. NOVINS, secretary of Paramount Pictures, will leave New York today for Hollywood.

•

EMERY AUSTIN, head of the M-G-M exploitation department, is in Norfolk, Va., from New York.

•

GEOFFREY MARTIN, director of advertising, publicity and exploitation for Rank Film Distributors of America, will leave here by plane today for Atlanta.

•

RUSSELL HOLMAN, Paramount Eastern production, manager, has returned to New York from London.

•

J. STANLEY BAKER, head of Hicks-Baker Theatres, Baltimore, has returned there with MRS. BAKER from Bermuda.

•

LEON CLORE and LEIGH AMAN, executives of Countrymen Films, Ltd., London, will arrive here from England today via B.O.A.C.

•

HOWARD G. MINSKY, Paramount Mid-Eastern division manager, is in New York from Pittsburgh.

•

CHARLES H. SCHNEER, producer, left Hollywood by plane yesterday for New York.

Senate Group

(*Continued from page* 1)

theatres. The committee in executive session discussed a pending coverage bill for more than two hours, but made no decisions.

Committee officials said that as far as they knew, the question of theatre coverage did not come up this morning. The committee will meet again on the bill next week, probably Wednesday.

Loew's Board Meet

(*Continued from page* 1)

appointed officials, discussed a two-for-one split in stock between Loew's Inc. and Loew's Theatres and a division of the funded debt of about $30,000,000 between both organizations.

A number of other matters were taken up by the Loew's board.

Loan Ceiling Plan Rejected

(*Continued from page* 1)

rejected a move by Patman to extend the agency only two years past its present July 31 expiration date.

The committee also tentatively agreed to abolish the SBA loan policy board and instead set up an advisory group with small business representation. This would be in line with TOA suggestions. At present SBA loan policy is set by a board consisting of the SBA Administrator and Secretaries of Commerce and Treasury. The bill before the committee would abolish the board and substitute an advisory group consisting of these three men and four representatives of small business. The committee in effect okayed this by rejecting moves to continue the present loan policy board and to knock the small business representatives off the proposed board.

The committee hopes to wind up its action and approve the bill finally tomorrow. Members said they did not think any move would be made to eliminate the law's present requirement that SBA loan applicants certify they tried to get private financing and could not. Elimination of this section was a key TOA suggestion.

MPEA Agrees

(*Continued from page* 1)

of the remittances from Egypt on a percentage table figured against the Egyptian funds blocked in the U.S., it was said.

The foreign executives also agreed to send overseas representative Charles Baldwin, currently in Spain, into the Egyptian market as soon as possible to look into problems affecting the American member companies and their remittance and film import licenses.

Baldwin informed the MPEA board of his progress in Spain and the developments in his talks with government officials regarding a re-opening of that market for American product. Baldwin's report to the board said Spanish developments were inconclusive, the MPEA official here stated.

Philippines Discussed

The MPEA directors also discussed a status report on the Philippine situation received from Leo Hochstetter, overseas representative, currently in Manila. The Far East film representative reported that the Philippine government is seeking a solution to the problems affecting the MPEA member companies remittances, blocked funds and taxes.

Also on the agenda of the MPEA meeting was a discussion of the United States Information Agency convertibility guarantee program and whether the recent Congressional cuts in USIA funds would affect the program. The MPEA official said the USIA budget cuts would not affect the convertibility guarantee program.

'D.I.' Gross $7,000

Jack Webb's "The D.I.," which Warner Bros. is releasing, grossed $7,000 in its opening day at the Paramount Theatre here yesterday, which was the biggest week-day opening for the house in the past six months, the distributor reported.

SPG Posts to Berman, Mirisch and McCarthy

From THE DAILY Bureau

HOLLYWOOD, June 5 – Screen Producers Guild president Samuel G. Engel today announced the board's election of Frank McCarthy, Walter Mirisch and Pandro S. Berman to three committee chairmanships and the reelection of Louis F. Edelman and Samuel J. Briskin to two others.

Carey Wilson was named to edit the Guild journal, William H Wright to edit the newsletter.

5-Channel System

(*Continued from page* 1)

the channel terminating equipment in, the Vumore Co.'s studio to and including the tap-off units adjacent to the premises of prospective customers of Vumore.

"Cameras and associated equipment in the Vumore studio, as well as the drop wires from the tap-off units to the customer's premises will be provided by Vumore.

"Since the furnishing of these channels is on an experimental basis, and until we have had an opportunity to analyze the problems involved, we are not able to say whether subsequent installations will follow the pattern established for Bartlesville. It is subject to change as we get experience."

AIP Duo Heavily Dated

HOLLYWOOD, June 5–American-International Pictures president James H. Nicholson has announced a saturation booking for "I Was a Teenage Werewolf" and "Invasion of the Saucer Men" in 150 theatres in Boston-New England area starting June 19.

Sir Carol Reed to H-H-L

HOLLYWOOD, June 5–Sir Carol Reed today signed a three-picture contract with Hecht-Hill-Lancaster. Properties are "The Rock Cried Out," "Tell It on Drums" and an untitled original by Reed.

Radio Drive

(*Continued from page* 1)

Roger H. Lewis of United Artists, appointed Herb Steinberg of Paramount to handle the Denver campaign and Rodney Bush of 20th Century-Fox to handle the campaign in Rochester, with both radio spot programs commencing June 17.

The advertising and publicity group also appointed a three-man committee –Bob Ferguson, Columbia, chairman; Phil Gerard, Universal, and Al Tamarin, UA–to compile a list of candidates for the position of directing the Golden Jubilee program in New York and Hollywood. The committee is expected to make its recommendations by the next meeting of the group. An MPAA budget of $100,000 is set up for this operation.

Doob Reports Heard

Reports were also presented to the committee by Oscar Doob, who has been working on the "Editor & Publisher" presentation phase of the campaign for the Council of Motion Picture Organizations, and Lewis, who informed fellow committee members of his meetings recently on the West Coast.

The advertising - publicity group took with them copies of the Doob report for study and recommendation following the meeting.

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MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sberwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canhy, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpuhco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

PEOPLE

Nat Levy and **Herbert H. Greenblatt,** RKO Radio Eastern sales manager and Western sales manager, respectively, are visiting with Universal branch managers and independent distributors who are handling RKO films in the exchange areas.

□

Phil Katz, for the past several years publicity and advertising director for the Stanley Warner Corp. in Pittsburgh, has resigned and on Monday will join Goldman and Shoop, advertising agency of that city.

□

Chuck Brichard and **Morris Sherman,** Columbia Pictures Oregon salesmen, have been placed in charge of the Portland branch, and will work under the supervision of **James Beal,** now general manager for Washington-Oregon, with headquarters in Seattle.

□

Roger Albright, who will retire on July 1 as director of the Motion Picture Association's educational services division, has been appointed honorary consultant on motion pictures to the Library of Congress.

□

Paul Cunningham, president of the American Society of Composers, Authors and Publishers, has announced tthe election of **Joseph James 'Zep' Meissner,** composer of North Hollywood, Cal., to membership in ASCAP.

□

Richard H. Lange, formerly branch manager in Portland, Ore., for RKO Radio, has joined the George Patten Investment Co. as a registered representative.

□

Felix J. Belgrey, attorney for Times Film Corp., has been admitted to practice before the U. S. Supreme Court.

'Wonders' Coast Bow Benefits College Fund

From THE DAILY Bureau

HOLLYWOOD, June 5. – The Southern California premiere of Lowell Thomas' Cinerama production, "Seven Wonders of the World," held here tonight at the Warner Theatre, was preceded by an elaborate banquet in the Ambassador Hotel attended by stars of stage, screen, radio and television, as well as leaders in government and state, also dignitaries of the church, led by His Eminence James Francis Cardinal McIntyre. Proceeds of the premiere were donated to the development fund of Immaculate Heart College.

The film was hailed by the press representatives as a finer production than its predecessor, "Cinerama Holiday," which recently concluded 21 months of record breaking business here.

British Rentals Up in 39-Week Period; Levy Funds Also Rise

From THE DAILY Bureau

LONDON, June 2 (By Air Mail)—Despite total rentals showing a decline for the four weeks ended April 27, 1957, the cumulative total in respect of the 39 weeks to that date is up from £5,308,808 ($14,864,662) in the previous year, to £5,775,368 ($16,171,303), reports the British Film Production Fund.

At the same time Levy collections for 39 weeks are also up, £2,000,868 ($5,602,430) as compared with £1,954,316 ($5,472,084) during the corresponding period of the previous year.

Special Agency for Collecting

The Government's new Cinematograph Films Bill provides for a statutory levy on exhibitors for the next ten years with an estimated first year's yield of £3.75 million and not less than £2 million nor more than £5 million in successive years. Under the bill a government-appointed agency takes over the collection and distribution of the levy next October.

Fox Releasing Five CS Films, June-July

"The Wayward Bus," which opened yesterday at the Victoria Theatre here, is the first of five major CinemaScope productions 20th Century-Fox will release nationally during June and July.

The others are "Island in the Sun," which opens at the Roxy Theatre next Wednesday; "An Affair to Remember"; "Bernardine"; and "A Hatful of Rain."

Microwave Stock

Microwave Associates, Inc., in which American Broadcasting - Paramount Theatres has a one-third interest, has filed a registration statement with the Securities and Exchange Commission covering a proposed public offering of 50,000 common shares of stock.

Proceeds of the sale, which will be handled by an underwriting group headed by Lehman Brothers, would be used to reduce outstanding debts, bank loans and to swell working capital.

Coast Publicists Elect

HOLLYWOOD, June 5—The Publicists Association (IATSE Local 818) has announced the reelection of Don Boutyette for his second presidential term.

Other officers elected are: John Campbell, first vice-president; James Stevens, second vice - president; Roy Metzler, treasurer; Sonya Wolfson, secretary; Clarey Barbiaux and Easy Sloman, trustees.

'Bus' Grosses $17,000

CHICAGO, June 5.—20th Century-Fox's "The Wayward Bus" grossed $17,000 in its first two days here at the Oriental Theatre, according to the management.

Market Grows

(*Continued from page 1*)

many times as effective in theatres as on television. Some of the low-cost exploitation shows have done tremendously at the box office.

"Indeed, the situation in Hollywood was never better," asserts the youthful film veteran. "Television has turned into even more of a mass medium than movies ever were. The big TV shows necessarily have to appeal to all members of a family to get high ratings. Movie producers can take advantage of this TV handicap by being able to produce specialized films. For example, there is the 'teen-age' subject matter dealing with hot rods, dance crazes and other younger, or even older, special interests."

Second Generation in the Field

Lesser, the son of Sol Lesser, veteran producer, is a second-generation Hollywoodian and now has his own production company active on many projects. Headquarters for his production operations are at the General Service Studios.

Zoomar Loses Suit

(*Continued from page 1*)

of an image without displacement or defocusing of the image from a perdetermined focal plane.

Zoomar had brought a patent-infringement suit against Paillard Products, Inc., New York sales representatives of Societe d'Optique et de Mecanique de Haute Precision, of France, charging that company's lens system infringed Zoomar patents.

New MGM Twin Drive-in Opens in Melbourne

Special to THE DAILY

MELBOURNE, June 1 (By Air Mail).—The Metro Twin Drive-in, Clayton, in suburban Melbourne, third luxury drive-in opened by M-G-M in Australia has been unveiled to the public.

The new drive-in is the 15th of the Australian chain of drive-ins and indoor houses and the 47th of M-G-M's overseas chain.

Cantor Increases Stock

WASHINGTON, June 5—B. Gerald Cantor, a partner in the West Coast investment house of Cantor & Fitzgerald and a director of National Theatres, Inc., has purchased 11,200 shares of common stock during April in the theatre circuit, to increase his direct holdings to 22,500 shares, according to a report filed with the Securities and Exchange Commission.

. . . NEWS ROUNDUP

'Happy Road' Bows June 20

"The Happy Road," the Kerry production which was produced and directed in France by Gene Kelly for M-G-M release, will have its local premiere at the Plaza Theatre on the evening of Thursday, June 20, for the benefit of the French Hospital of New York.

■

'Tremain' to 75 Theatres

Walt Disney's "Johnny Tremain" will open in 75 theatres in the New York metropolitan area on July 10. The live-action adventure feature will be presented in theatres of the RKO, Skouras, Century, Randforce, Loew's, Brandt, Interborough, Liggett, Fabian, Florin and J&J circuits.

■

Col. Film to Grand Prize

Columbia Pictures has turned over to Grand Prize Films distribution in the United States of the Agfacolor feature, "Maneuverball," produced last year in Germany by Carlton Films of Munich for worldwide Columbia release. A New York opening in the immediate future is planned.

■

'Affair' Music Promotion

20th Century - Fox will launch a multi-record music promotion tomorrow to pre-sell Leo McCarey's "An Affair to Remember." Included will be nine different recordings of the title song from the Jerry Wald production.

■

Hold 'Prince' Party

Princes from Europe and showgirls from Broadway last night honored "The Prince and the Showgirl" the new Warner Bros. film, at a champagne supper at the Place Elegante here.

Cleveland Circuit Buys Three More Theatres

Special to THE DAILY

CLEVELAND, June 5. – General Theatres, headed by Leonard Mishkind, S. P. Gorrel and Henry Hellriegel, has consummated a deal with Paul Gusdanovic, pioneer theatre owner, for the acquisition of the Avalon, LaSalle and Regent Theatres, all of Cleveland. This gives the circuit a total of ten theatres, all of them indoor houses. The others are the Southern, Garden, Detroit, Lyceum, and Olympia in Cleveland; the Orr in Orrville and the Community in Cadiz, Ohio. Gusdanovic, who has been an exhibitor leader in Cleveland for the past 50 years, is retiring.

Some countries have a medal for Everything.

There's only one
Marilyn Monroe but there
isn't one Marilyn Monroe picture
that teases and tickles like

Marilyn Monroe
Laurence Olivier

The Prince and the Showgirl

TECHNICOLOR®

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A FILM BY MARILYN MONROE PRODUCTIONS, INC. AND L. O. P. LTD. PRESENTED BY WARNER BROS.

**TRADE SHOWS
JUNE 10**

ALBANY
20th Century-Fox Screening Room
1052 B'way • 2:00 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

BOSTON
20th Century-Fox Screening Room
115 B'way • 2:15 P.M.

BUFFALO
Paramount Sc. Rm.
464 Franklin St. • 8:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
12 E. 6th St. • 8:00 P.M.

CLEVELAND
20th Century-Fox Screening Room
2219 Payne Ave. • 2:00 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
20th Century-Fox Screening Room
1300 High St. • 12:45 P.M.

DETROIT
20th Century-Fox Screening Room
2211 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
Universal Screening Room
517 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS
Fox We
1837 S

MEM
20th Ce
151 Va

Her biggest picture
will be at the nation's
biggest theatre!

WARNER BROS.'
WORLD PREMIERE
RADIO CITY
MUSIC HALL
JUNE 13!

*All First Mezzanine Seats, at 9 P.M. Performance,
Thursday June 13th, reserved for the benefit of
The Free Milk Fund for Babies, Inc.
$50.00 per ticket including after-theatre champagne
supper-dance, Grand Ballroom Waldorf-Astoria.*

Room
2:00 P.M.

ing Room
P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 8:00 P.M.

MINNEAPOLIS
Fox Screening Room
1015 Currie Ave. • 2:00 P.M.

NEW HAVEN
Stanley Warner Screening Room
70 College St. • 1:30 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 2:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 12:45 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:00 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of the Allies • 1:30 P.M.

PORTLAND
Star Screening Room
925 N.W. 19th Ave. • 2:00 P.M.

SALT LAKE CITY
20th Century-Fox Screening Room
216 East 1st South • 1:00 P.M.

SAN FRANCISCO
Republic Screening Room
221 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Egyptian Theatre
2:00 P.M.

ST. LOUIS
Art Theatre Screening Room
3330 Olive St. • 1:00 P.M.

WASHINGTON
Stanley Warner Screening Room
13th & E. Sts. N.W. • 10:30 A.M.

National Pre-Selling

JAYNE MANSFIELD, who has a burning ardor to become a motion picture star, and who plans to use pink champagne to replace water in her swimming pool—when she gets one—is profiled in the June 1 issue of "The Saturday Evening Post." 20th Century-Fox's "The Wayward Bus," based on a John Steinbeck story, is used prominently in a caption for one of the many photos in the article which are done in beautiful colors.

•

"'A Face in the Crowd,' based on a short story by Budd Schulberg, is a horrifying story of public gullibility," reports "Life" in the May 27 issue. "Andy Griffith in his first movie directed by Elia Kazan for Warner Bros. proves his versatility by acting a wily, guitar-playing bum. He appears on a two-bit radio show, captivates listeners with his brash, folksy chatter and becomes a glory-crazy national demagogue."

•

The following ads for motion pictures appear in the June issue of "Seventeen": AA's "Love in the Afternoon," UA's "Sweet Smell of Success," Paramount's "Gunfight at the O.K. Corral," UI's "Tammy and the Bachelor" and a table of contents ad on MGM's "Something of Value."

•

"Lon Chaney was a man who used to disfigure his face and body with grotesque disguises," reports "Look" in the June 11 issue. "His life story is played by James Cagney in 'Man of a Thousand Faces.' The film was produced by Universal-International on the lot where Chaney began his movie career in 1913 as an extra and went to stardom in the 1920's."

•

Budd Schulberg, author of "A Face in the Crowd," wrote an article based on the new Warner Bros. film for the June 1 issue of "TV Guide."

•

"Sweet Smell of Success" will be the recipient of a front cover on the June 3 issue of "Pictorial Review," done in the Kaprilik manner.

•

"'The Red Balloon,' Academy Award winner, is simply the story of a young French boy who finds a balloon," relates Florence Somers in the June issue of "Redbook." "When he tries to take it to school, he is not allowed on the bus and has to run so he won't be late. When it rains, he pushes it under people's umbrellas so it won't get wet. Eventually the balloon follows him without being held, into all sorts of adventures."

•

John Steinbeck, author of 20th Century-Fox's "The Wayward Bus," wrote an astute article on the trial of Arthur Miller for the June issue of "Esquire."

WALTER HAAS

REVIEWS:

Beyond Mombasa

Columbia-Todon

Another picture of treachery and danger in the mysterious jungle is awaiting the public, this one called "Beyond Mombasa" and a fairly good one it is, too. Nothing startlingly original happens nor are the stock shots of the jungle denizens particularly unusual. But the film is populated with good-looking people and fine scenery and it always keeps moving.

Cornel Wilde plays a brash adventurer who comes to Africa to help his brother work a mine which may contain uranium. He learns from missionary Leo Genn his brother was killed by a revived cult of leopard men who were dedicated to keeping Africa free from the white man's exploitation. He also encounters Donna Reed, Genn's niece, and Christopher Lee, a professional hunter and partner of the dead man, who accompany him to the field camp where they find the third partner, Ron Randell.

All the men are suspicious of each other and this lack of trust keeps things suspenseful as the party heads for the mine. The late brother's servant, who has information for Wilde concerning the murder, is himself killed and Randell is attacked by the alleged leopard men. Once at the mine, the real murderer is revealed (his identity is not too difficult to determine) and Wilde and Miss Reed go the way of most screen lovers.

The romantic pursuit of Miss Reed by Wilde is pleasantly innocuous and helps to set off the more violent outbursts of action. Their performances are adequate while the other gentlemen are properly nebulous in their actions and reactions. The color by Technicolor is fine and the direction by George Marshall is good. This Todon production was produced by Tony Owen and written by Richard English and Gene Levitt from a story by James Eastwood.

Running time, 90 minutes. General classification. Release, in June.

JAY REMER

Bayou

United Artists

"Bayou" is a melodrama about life among the Cajun people in Louisiana, and it was filmed on location in the swamp country near New Orleans, which they inhabit. This countryside has been caught by the cameras in both a quiet mood (familiar shots of moss-covered trees along the swamp) and a violent one (a hurricane which comes as the climax of the film).

The scenery is the strongest selling point of a picture that is going to need all the exploitation it can get. Most audiences are unlikely to find scenic views sufficient compensation for a rambling and unconvincing story having mostly to do with the romance that develops between a young Cajun girl and a "Yankee" architect newly arrived in the area on business. The romance is opposed by the girl's father and one of the local youths. This latter fellow is established as a villain at the beginning, so there is never any doubt as to which man the girl will wind up with.

The quaint customs of the Cajuns are depicted in a few scenes—a carnival, for one, and a wedding serenade, for another. But the manner of presenting them is perfunctory, and they lack charm.

Further to the disadvantage of the film is the fact that several of the actors have affected such strong Cajun accents that some of their lines need English subtitles if they are to be understood. Peter Graves and Lita Milan are the lovers, and Douglas Fowley is her father. "Bayou" was produced by M. A. Ripps and directed by Harold Daniels from a story and screen play by Edward I. Fessler.

Running time, 88 minutes. General classification. Release, in June.

RICHARD GERTNER

Television Today

Mary Martin to Star In 'Annie' Colorcast

Mary Martin will star in a special two-hour television production of Irving Berlin's "Annie Get Your Gun," to be colorcast as a pre-Thanksgiving program over NBC Nov. 27, 8:30-10:30, EST, it was announced by Manie Sacks, vice-president, television network programs.

The show will be co-sponsored by the Pontiac Motor Division of General Motors Corp. and the Pepsi-Cola Company. Vincent Donehue will direct, with dances and musical numbers choreographed by Ernest Flatt.

Britons Meet Press

Caryl Doncafter, chief feature producer of Associated Rediffusion, one of Britain's five commercial television producers, and Michael Ingrams, director, met news writers yesterday afternoon at the Overseas Press Club here. They are making a 60-minute film feature for British TV on American life.

New Mystery Series

"Meet McGraw," a new weekly mystery-adventure series, starts on NBC Television July 2, 9-9:30 P.M., EDT, with Frank Lovejoy starring, it was announced by Manie Sacks, vice-president, television network programs. The series will be sponsored by Procter and Gamble and is a Don W. Sharpe-Warren Lewis production.

AAP Promotes Sussman

Al Sussman has been appointed Eastern sales manager for Associated Artists Productions, Inc., replacing the late Arthur Kalman, it was announced here yesterday by W. Robert Rich, general sales manager for AAP.

Who's Where

John J. Heffernan, until recently southern sales representative for "Woman's Home Companion," has joined the New York sales staff of NBC Television Films, **Jake Keever,** director of sales for the California National Productions division, has announced.

☐

The appointment of **Henry Grossman** to the newly-created post of director of facilities operations, CBS Television, was announced by **Edward L. Saxe,** CBS television vice-president, production.

☐

William Froug has been signed by **Irving Briskin,** production head for Screen Gems, Inc., and will join the executive staff within three weeks.

RCA Unveils New Line Of TV Receivers

A completely new line of RCA Victor black-and-white television receivers, featuring what are described as "some of the most important styling and engineering innovations in television history," was announced yesterday by Charles P. Baxter, vice-president and general manager, RCA Victor Television Division, Radio Corporation of America.

Highlighting the new styling features are reduced cabinet depth in all models; picture tubes completely enclosed in the cabinet; a streamlined series of tapered portables; the first "commercially acceptable" corner cabinet sets; table models with swivels and a wide choice of modern finishes. New performance features include improved tuners, 110-degree aluminized picture tubes in all 17-inch, 21-inch and 24-inch (overall diagonal) sets; "one touch" on-off controls, motor tuning and remote control.

New 'Parade' Lineup

With the announcement of Alan Copeland as the fourth new artist for "Your Hit Parade" next season on NBC, the program's producers have completed the new lineup of talent for the program. Jill Corey and Virginia Gibson will be the distaff singers and Tommy Leonetti and Copeland will make up the male contingent. Don Walker has been signed as the new orchestra leader and musical director.

Herbert Leaves GTD

Theodore W. Herbert has resigned as eastern sales manager for the General Teleradio Division owned-and-operated radio and TV stations of RKO Teleradio Pictures, Inc., it was announced yesterday by Wendell B. Campbell, national sales vice-president.

All
the News
That
Is News

MOTION PICTURE DAILY

Concise
and
to the
Point

OL. 81, NO. 110 NEW YORK, U.S.A., FRIDAY, JUNE 7, 1957 TEN CENTS

Different Views'

IPA Resumes Study on PCA Appeals Board

Vill Meet Again Thursday On Self-Regulation Report

By LESTER DINOFF

A continuance of the Motion Picre Association of America's directors scussions on representation and adinistration of the Production Code dministration's appeal board will ke place when the board meets gain next Thursday to further study report by its self-regulation comittee.

The MPAA board, after hearing a

(*Continued on page* 3)

See du Pont Case as Anti-Merger Factor

From THE DAILY Bureau

WASHINGTON, June 6. – Stricter nforcement of the monopoly laws nd their further extension to "vertil" mergers were cited by Federal fficials today as possible conseuences of this week's Supreme Court ecision in the du Pont-General Mors case.

Following close study of the deci-

(*Continued on page* 6)

ndustry, Los Angeles Honor CFI's Sid Solow

From THE DAILY Bureau

HOLLYWOOD, June 6 – Sid olow, vice-president and general anager of Consolidated Film Induscies, was guest of honor today at a ncheon in the Blossom Room of

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TRADEWISE
on page 2

Television Today
on page 6

MGM Men Light Both Burners; 'Raintree' Dish Starts to Simmer

(Picture on Page 6)

Plans for launching MGM's "Raintree County," said to be the costliest film ever produced by the company in this country, were disclosed at a trade press luncheon at the Plaza Hotel here yesterday by Joseph R. Vogel, Loew's president, and Charles M. Reagan, vice-president and general sales manager

The picture, which is now being scored, has cost $6,000,000 to date, Vogel revealed. It is the first to be produced in MGM's Camera 65, and stars Montgomery Clift, Elizabeth Taylor and Eva Marie Saint. Shot in large part in Kentucky, plans are to hold the world premiere in Louisville during the latter half of September. It will be followed by road show type engagements in the nation's six largest cities—New York, Chicago, Los Angeles, Boston, Philadelphia and San Francisco—up to mid-October.

All engagements will be two-a-day,

(*Continued on page* 6)

Harris Asks Details in FCC Toll-TV Authority

From THE DAILY Bureau

WASHINGTON, June 6. – House Commerce Committee Chairman Harris (D., Ark.) asked the Federal Communications Commission to spell out in detail its reasons for believing it has authority to approve toll television.

Moreover, he said, he'd like to know just what authority the commis-

(*Continued on page* 3)

Says Europe Needs Top TV Shows to Advance

"A film syndicator's greatest contribution to the European market is to send over only the best in television shows so they can build television set ownership, telecasting hours and audience demand," according to Manny Reiner, foreign sales manager for Television Programs of America, who returned here earlier this week from England and the Continent.

Reiner said that TPA's foreign busi-

(*Continued on page* 6)

Services for Rodgers Attended by Hundreds

Hundreds of industry people and friends from all over the country crowded the Church of Sts. John and Paul in Larchmont yesterday for a High Mass of Requiem for the late William F. Rodgers. One of the best known and best liked executives in

(*Continued on page* 3)

British Film Industry Also Employs Television Talent

By FLOYD STONE

In Britain, too, the film industry has reached into the television industry for ideas, for stories, for actors and for the talented who write, direct or produce, two British program makers said here yesterday.

Caryl Doncaster, chief feature producer for Associated Rediffusion, one of Britain's largest commercial systems, and Michael Ingrams, director, commented the picture they are here to make—a 60-minute documentary, "America Now"—certainly could, and may be shown in British theatres. The public in the British Isles and in the Commonwealth has a taste for the entertaining report, they pointed out. On television the non-fiction program is so popular, they added, it is given probably ten per cent of time on Associated Rediffusion, and possibly 15 per cent on British Broadcasting, the government system.

Apropos of television, the new medium developing the new worker, Miss Doncaster averred the revered names in documentary filming did not come over to television possibly because they waited too long. They were snobbishly intellectual about

(*Continued on page* 6)

House Banking Group

Approves Bill To Make SBA Permanent

Legislation Would Also Abolish Loan Policy Board

By J. A. OTTEN

WASHINGTON, June 6. – The House Banking Committee today approved legislation to make the Small Business Administration a permanent agency.

This is in line with recommendations of the Theatre Owners of America. The agency is slated to die July 31 under present law.

The bill would also abolish the policy-determining loan policy board, a step TOA recommended on the ground the board, consisting of the SBA administrator and the Secretaries

(*Continued on page* 2)

Paramount Officers Reelected by Board

Barney Balaban, president, Adolph Zukor, chairman of the board, and all other officers of Paramount Pictures yesterday were unanimously reelected at a meeting here of the board of directors.

The other officers reelected were:

(*Continued on page* 2)

Mayer Back to Production With 'Paint Your Wagon'

From THE DAILY Bureau

HOLLYWOOD, June 6—Announcement was made here today that Louis B. Mayer Enterprises, in association with Jack Cummings Productions, will produce "Paint Your Wagon," Alan Jay Lerner-Frederick Loewe Broadway musical of the early 50's. No distributor has been named.

The screen play for the production is now being completed by John Lee Mahin and the film will have additional songs written by Lerner and Loewe. Mayer's plans call for shooting to start in September of this year

PERSONAL MENTION

JERRY WALD, 20th Century-Fox production executive, has returned to Hollywood from New York.

•

William J. Heineman, United Artists vice-president in charge of distribution; **James R. Velde**, general sales manager; **Milton E. Cohen**, Eastern and Southern division manager, and **Al Fitter**, Western division manager, returned to New York today from St. Louis.

•

Eric Johnston, president of Motion Picture Association of America, and **Kenneth W. Clark**, vice-president, returned to Washington yesterday from New York.

•

Jesse Chinich, Buena Vista Western division manager, returned to New York this week from Chicago and the Coast. At the same time, **Jim O'Gara**, Eastern division manager, left New York for Toronto.

•

Harry Goldstein, Allied Artists Eastern exploitation manager, has returned to New York from Hartford and New Haven.

•

Ray Milland will return to New York today from London via B.O.A.C.

•

Herman Kass, Universal Pictures Eastern exploitation manager, left here yesterday for Newport News, Va.

•

Ernest T. Conlon, former executive secretary of Allied Theatres of Michigan and honorary secretary of Variety Club of Grand Rapids, is recuperating there following an accident in Florida.

•

Saul Rittenberg, M-G-M executive, will arrive in New York next week from the studio.

Mrs. Lederer Dies

Funeral services will be held today at Riverside Memorial Chapel, Far Rockaway, for Mrs. Lillian Lederer, 35, wife of Dick Lederer, assistant advertising manager to Gil Golden, Warner Brothers national advertising manager. Mrs. Lederer died here yesterday following a long illness.

Set 'Dino' Openings

Allied Artists' "Dino" will have its world premiere at the State - Lake Theatre in Chicago on Tuesday, and its New York opening at the Palace Theatre on June 21. Sal Mineo, one of the picture's stars, will attend both.

TRADEWISE

By ONLOOKER

NED E. DEPINET, former president of RKO, was an interested spectator at the first public meeting of United Artists stockholders, held in the Rivoli Theatre here this week. One of those nosy trade paper reporters got to asking questions, like "Is he a big stockholder, or a small one?" Well, it developed that a short while back when the downtown investment firm of F. Eberstadt & Co. was considering the underwriting of the first public stock issue in the 38-year history of United Artists, it wanted to learn something more about the company from an informed trade source. In time, the Eberstadt firm retained Depinet to make a report to it on U.A.—its operations, management, future prospects, as much ground as could be covered in a brief but informative study by an authority on the industry. Depinet, assisted by Garret Van Wagner, retired comptroller of RKO, made the study of U.A. and prepared the report in record time. . . . Was it a favorable report? Well, the Eberstadt firm went right ahead with the $14,000,000 underwriting. . . . And that background is explanation enough of Depinet's interest in attending the first public meeting of U. A. stockholders.

TWELVE OF THE 14 members of the original wedding party of Mr. and Mrs. John Taplinger, parents of Robert Taplinger, the Warner Bros. advertising-publicity chieftain, were on hand for the golden anniversary party that son Bob hosted at the St. Moritz here early this week. Bob says he's not one of the 12. . . . What gives with that telemovies test of Video Independent Theatres in Bartlesville, Okla.? Originally, it was scheduled for May, then postponed to July, and now it's off until September. Are the problems involved more complicated than supposed? If not, why the delays? And if so, why not tell an interested industry about it? . . . They are saying that it isn't just that Mike Todd has disposed of his interest in Todd-AO that is causing him to lend his support to showings of his "Around the World in 80 Days" on ordinary 35mm. prints, such as the one being used at the Esquire, St. Louis, and in Paris, and others to come. It's also because some of his erstwhile partners in the process company aggravated him no end some time back, they say. . . . They were talking about otherwise smart showmen who will forget everything they've learned in a lifetime in show business when they're tempted with that old dodge of something-for-nothing. So, someone recalled an exhibitor who heard about a concessions trailer put out by a meat packer advertising his own brands, the trailer inexpertly, even clumsily, made—but Free. Our man sent for the trailer and had been using it several days before he discovered that the products it advertised weren't in stock at his concessions stand and, moreover, the free trailer was such a poor selling agent for all fodder that the goods his stand did offer moved more slowly during the time the trailer was in use. The moral is obvious.

PARAMOUNT STOCKHOLDERS at their annual meeting this week were in Barney Balaban's corner during his exchange with Rosalind Mia Copping, another in that odd coterie of professional attenders of stockholders meetings. Miss Copping insisted on referring to independent producers as "jobbers." Balaban wanted that qualified, or at least restricted, asserting that he, for one, didn't think it would be quite accurate to term Cecil B. DeMille, for example, a "jobber." Retorted Miss Copping, "The Princeton people wouldn't object." "What pictures has Princeton made lately?" Balaban asked innocently. . . . It wouldn't be difficult to prove that this is a business of alibis. If a picture from which much was expected gives a disappointing performance over a holiday or a weekend, it is because the weather was too bad, and they all stayed home, or if the weather wasn't bad, it was because they went motoring, fishing, golfing, gardening, etc. Actually, a strong picture defies most weather conditions, as all showmen know.

Approves Bil

(*Continued from page* 1)

of Commerce and Treasury, had bee too restrictive in their loan policie The measure would leave it up to th SBA Administrator to set loan polic with the advice of an advisory pan consisting of the Secretaries of Con merce and Treasury and represent tives of small businessmen.

The bill approved by the committe does not, however, make various oth changes urged by TOA. For exampl it does nothing to require SBA make mortgage loans or to waive th present requirement that loan appl cants certify that private financin was not available to them. TOA ob jected strongly to both these prese policies

Continues Present Provision

The measure, in fact, specifical continues the present law's provisio that no loan shall be made "unless th financial assistance applied for is n otherwise available on reasonab terms."

The bill also keeps the prese $250,000 individual loan limit, a ce ing TOA asked to have removed. Th measure would, however, increase th agency's total business loan authori from $230,000,000 to $500,000,000.

Another provision of the bill lowe from the present 6 per cent to 5 p cent the interest rate ceilings made SBA in participation with priva leaders.

Paramount Officers

(*Continued from page* 1)

Stanton Griffis chairman of the e ecutive committee; Y. Frank Fre man, Paul Raibourn, Louis Philli and Randolph C. Wood, vice-pres dents; James H. Richardson, trea urer; Louis A. Novins, secretary; Ru sell Holman, Arthur Israel, Jr., an Jacob H. Karp, assistant secretarie

N. C. Tax Proposals

RALEIGH, N. C., June 6 — Th Senate finance subcommittee of th North Carolina Legislature has a approved proposals to extend th state's three per cent sales tax to a ply to peanuts and popcorn sold theatres or at concession stands an to food products, including coffe dispensed through vending machine

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center
GREGORY PECK • LAUREN BACALL
IN
"DESIGNING WOMAN"
In CinemaScope and METROCOLOR
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stor Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otte National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Edit Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Six Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; The J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, ea published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fam Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreig Single copies, 10c.

PEOPLE

Caryl Hamburger**, press represen- ive for "Around the World in 80 ys" at the Film Center, Baltimore, resigning her post to become as- iated in a similar capacity with the oenix Theatre here.

□

Edgar E. Kirschner**, for 44 years manager of the Family Theatre, troit, has been elected president of Family Theatre Corp. He has en succeeded in the managerial post **Norman J. Ladousceur**, who has en his assistant for 10 years.

□

Kenneth E. Reynolds**, with Bausch Lomb Optical Co. since 1937, has en named to head the company's w Contract and Defense Products vision.

□

Robert Kraus**, for the past seven ars with M-G-M here, has joined nk Film Distributors of America city sales representative.

IPA Resumes

(*Continued from page* 1)

oort from its committee, which is mposed of Barney Balaban, Para- ount; A. Schneider, Columbia; Dan- T. O'Shea, RKO Radio Pictures, d Kenneth Clark, MPAA vice-presi- nt, did not discuss the appeal of e PCA decision on "Monkey on My ck" filed by producer Edward hall.

Divergent Views Reported

Discussions among the board mem- rs centered on the makeup of the peals board and the number of in- pendent producers and exhibitors o would sit on a revised PCA ap- als board. According to an official the MPAA who attended the meet- g, board members had different ewpoints on this matter and all held lengthy discussion on the issue.

It was stated that the administra- on of the PCA and other matters lating to it were also taken up, but conclusive action was taken by the PAA board, which decided to table e entire matter until next Thurs- y, when the board reconvenes.

Have Long Considered Revisions

The MPAA self-regulation commit- e, and its sub-committee composed Robert Rubin, Paramount; Ray ell, Columbia; Paul Quinn, RKO Ra- o; Clark, and Sidney Schreiber, PAA secretary, have been holding eetings on revisions in the Produc- on Code Administration and its ap- eals board for the past year at regu- r intervals. Reports have been resented to the MPAA directors eriodically.

REVIEW:

Beau James

Paramount—VistaVision

WHAT IS referred to as "the era of wonderful nonsense"—that period which reached its peak in the mid-1920s and persisted through the stock market crash of 1929—has been rather vividly re-created in this film portrait of New York's ebullient Mayor Jimmy Walker who perhaps as much as any other individual typified that era.

Jack Rose and Melville Shavelson who, respectively, produced and directed the picture, which is in VistaVision and color by Technicolor, also wrote the screen play, basing it on Gene Fowler's book of the same title, which many reviewers are on record as having described as being relatively kind in its presentation of some facets of the playboy mayor's career. However, entirely apart from its reliability as biography, the film has been invested with a full measure of interest, entertainment, distinguished production values and some convincing, if not memorable, performances by Bob Hope, as Walker; Vera Miles as Betty Compton, the show girl who captured the mayor's fancy and later became his wife; Paul Douglas, as a behind-the-scenes big wheel in the city's reigning political machine (presumably the Tammany Hall chieftain), and Alexis Smith, as Walker's estranged wife.

FOR THOSE too young to remember the gay, hectic, scandal-tinged reign of Walker among today's theatre audiences, and those too far removed from it geographically to have been more than casually aware of it, this film, despite its sympathetic depiction of the man, is likely to have a fictional quality that could dilute the interest it holds for others. The story covers the period beginning with Walker's first successful mayoralty campaign, after he was persuaded by Al Smith to be a candidate, through a second successful campaign and into the Seabury investigation when, following a hearing before Gov. Franklin D. Roosevelt in Albany, Walker resigned and left the country.

In between, of course, was his meeting with Miss Compton, his infatuation and romance; the multiplying difficulties as the irresponsible mayor gave more time to his pleasures than he did to his office. The trend of the story provides opportunity to inject into the film in brief scenes, Jimmy Durante, George Jessel, Jack Benny and others, playing themselves. There is a commentary by Walter Winchell and there are some excellently photographed scenes of New York which, according to Walker's biographer, and despite the way he sometimes neglected it, was his first love.

Hope does remarkably well as the debonair mayor, who was famed as much for his wit as for his escapades in public. Walker's ditty, "Will You Love Me in December?" gets a good workout in the picture, which is interspersed with several good musical numbers, one with Hope and Durante, another with Jessel and Benny, and stage numbers featuring Miss Miles. Campaign scenes in which the candidate for mayor wins his audiences by appealing to racial or national origins in New York's "melting pot" are laugh-getters. In short, there's a lot of entertainment all along the route in "Beau James" and, with a little extra selling effort, it should prove a good profit-maker in any situation.

Running time, 105 minutes. General classification. Release, in July.

SHERWIN KANE

Rodgers Mass

(*Continued from page* 1)

the motion picture business, Rodgers died Saturday night in Miami. He had retired as vice-president and general sales manager of Loew's, Inc., in 1952.

Honorary pallbearers at the funeral services were Nicholas M. Schenck, Joseph R. Vogel, John J. O'Connor, George Schaefer, Harry Brandt, John P. Byrne, Tom Connors, George and Sam Dembow, Ned Depinet, Russell Downing, Gus S. Eyssell, Morey Goldstein, E. C. Grainger, David A. Levy, John J. Maloney, Abe Montague, Martin Quigley, Charles M. Reagan, Herman Robbins, J. Robert Rubin, Edward M. Saunders, William A. Scully, Silas F. Seadler and E. K. (Ted) O'Shea.

Celebrant of the Mass was the Rt. Rev. Msgr. John J. Flynn and the assistant was Rev. Thomas J. McGovern. The Most Rev. Edward V. Dargin, auxiliary bishop of New York lis on future product.

Hazen to Hollywood

Joseph H. Hazen, business partner of film producer Hal B. Wallis, left New York yesterday by plane for Hollywood for conferences with Wallis on future product.

August an FCC Holiday; Precludes Toll-TV Action

From THE DAILY Bureau

WASHINGTON, June 6 – The Federal Communications Commission today officially announced that August would again be a vacation month, with no major business transacted.

The commission decision to adjourn makes impossible any action before fall on the matter of a toll-TV test.

Harris Asks

(*Continued from page* 1)

sion thinks it has to regulate toll TV once approved. He said he felt the FCC's recent policy statement indicated the commission itself had some doubts on this point.

Harris' request to the commission, made in a letter to FCC Chairman McConnaughey, represented yet another setback for subscription TV forces. The FCC's recent action asking for comments on conditions for public tests of toll TV was regarded as a temporizing action, putting off the day of actual tests and authorization.

Issued Qualified Statement

In its announcement May 23, the FCC said it had reached the conclusion it had statutory authority to okay toll TV "if it finds that it would be in the public interest to do so." It said it based this conclusion on the basis of memoranda submitted by several of the parties in the case, together with separate FCC surveys.

Harris, who back in mid-April questioned the FCCs' authority to okay toll TV and raised other questions about conditions for authorizing toll TV, said today he would "greatly appreciate a statement from the commission setting forth in detail the basis for the commission's conclusion that it has this authority."

He said this seemed particularly important in view of other statements in the FCC's May 23 announcement—that it would leave for later a decision as to whether toll TV was "broadcasting" or some other type of service, and that the commission might later want to take up with Congress some amendments to the communications act dealing with toll TV.

Industry, Los Angeles

(*Continued from page* 1)

the Roosevelt Hotel, celebrating his 25th anniversary with the firm. The luncheon, tendered by CFI personnel, was attended by 160 friends, industry leaders and civic officials. Councilman Ernst E. Debs presented Solow with a scroll expressing the appreciation of Los Angeles for his civic leadership and charitable activities.

Republic vice-president Jack Baker presented Solow with a gold watch from Herbert J. Yates, CFI parent company president, who was absent from the city on business.

WATCH JERRY CLIMB TO TOP BOXO

Movie-goers have been waiting for this one . . . for at last the greatest comic of our time has plenty of room to sock across laughs at a pace even he has never matched before. Jerry's unique talents are all here . . . in a picture funnier than any he's ever made, yet flavored with that special heart appeal that's part of Jerry's genius.

ONE OF PARAMOUNT'S HOT, HOT SUMMER HITS.

GET IT WHEN YOU GET
"BEAU JAMES"* – Hal Wallis' **"LOVING YOU"***
Hal Wallis' **"GUNFIGHT AT THE O.K. CORRAL"***
"THE LONELY MAN" and **"OMAR KHAYYAM"*!**
*Technicolor®

CE RESULTS IN HIS FUNNIEST EVER!

He's so tough he scares nobody except himself!

Paramount presents

JERRY LEWIS

as

THE DELICATE DELINQUENT

He's joined the blackboard jungle set and you can bet he's the craziest yet!

He flips the chicks with his bag of tricks.

VISTAVISION®
MOTION PICTURE HIGH FIDELITY

co-starring
DARREN McGAVIN · MARTHA HYER
featuring **ROBERT IVERS · HORACE McMAHON**
produced by **JERRY LEWIS** · written and directed by **DON McGUIRE**

Television Today

'Europe Needs Top TV Shows'

(*Continued from page 1*)

ness was 25 per cent of last year's overall gross and that it is expected to rise to 30 per cent this year with a five per cent hike in net profits foreseen also.

Reiner added that the European television set ownership has increased considerably during the first five months of 1957 while telecasting hours have remained the same — 12 hours weekly in the small countries like Denmark.

In the past three months, Reiner, a veteran of the motion picture and television distribution field, has visited 90 per cent of the foreign television markets of the world, having covered Latin America prior to his European trip. Reiner will leave here shortly for a trip throughout the Far East and Australia.

The TPA executive said that his organization is operating on a threefold policy—to set up representation in every market of the world; to get a foothold in each market (one series has already been sold in each overseas market) and to build audiences and an industry abroad.

Reiner stated that while TPA is making "much progress overseas," among the greater difficulties and problems it is facing is dubbing, which runs from $1,350 for a half-hour in Mexico to $50,000 for a series of 39 episodes in French.

U.K. Industry

(*Continued from page 1*)

film as art and television as illegitimate; they were precious, pettyish, undisciplined and fatally expensive; their customers in theatrical and commercial and industrial filming tired of them, and they lost their value. Making film for television presentation is a fine complex of planning and tailoring, aided by the nose for news and the talent for taste, Miss Doncaster pointed out.

They will during their month here expose 35,000 feet of 35mm film in Washington, the South, Midwest, West and New York. They will, they say, examine and elicit the informative and possibly the significant in the family lives of a southern industrialist, midwestern farmer, aircraft worker and New York professional. Miss Doncaster disavows a point of view, and certainly what she terms the "dirt in your dustbin" approach. The United States Information Agency is giving them a director and crews in each location.

Fryman in Move to Put Eagels Story on CBS

From THE DAILY Bureau

HOLLYWOOD, June 6.—Red Doff, president of Fryman Enterprises, has announced the acquisition of "all rights to the life story of Jeanne Eagels" from her sister, Elaine Nicklas, and the commencement of negotiations with CBS-TV Playhouse 90 producer Martin Manulis regarding its production.

Greene, Rouse to AAP

HOLLYWOOD, June 6.—Clarence Greene and Russell Rouse have signed a multi-picture contract to produce and direct films for Associated Artists Productions, Inc., it has been disclosed by Ray Stark, AAP executive.

Women's Clubs Fail To Condemn Pay-TV

Special to THE DAILY

ASHEVILLE, N. C., June 6.—Delegates to the 66th annual convention of the General Federation of Women's Clubs failed to pass a resolution condemning pay-as-you-see television, as had been expected here yesterday, and instead adopted a substitute resolution. The latter urged "continued freedom of choice in TV reception and the maintenance of free TV service as it now exists."

Mrs. Horace B. Ritchie of Athens, Ga., chairman of the policy committee, said that the substitute resolution was "no victory for either side but a victory for John Q. Public." She insisted that her committee, which had previously prepared a resolution opposing pay-TV and urging Federal legislation against it, had "not taken one step backward from the original resolution." The resolution passed, however, omitted the words "pay television" entirely, expressed no opposition to it and made no mention of legislation to restrict it.

Oldsmobile to Sponsor Six Jerry Lewis Shows

The Oldsmobile Division of General Motors Corp. will sponsor six special one-hour programs starring Jerry Lewis over NBC-TV during the 1957-58 television season. Announcement of the purchase was made jointly by Jack F. Wolfram, vice-president of General Motors Corp. and general manager of its Oldsmobile Division, and William R. (Billy) Goodheart, Jr., vice-president, Television Network Sales, for the National Broadcasting Co.

All six of the special programs will be telecast in color. Exact dates and times for the hour-long shows will be announced at a future date.

M. P. Daily picture

JOSEPH VOGEL and CHARLES REAGAN as they lunched yesterday with their friends of the trade press.

MGM Tells 'Raintree' Plans

(*Continued from page 1*)

reserved seat performances at advanced admission prices, including those which follow the initial seven openings. Exhibitors will have their choice of the 65mm. MGM process print or of a 35mm. CinemaScope type print, the choice to be made on which of the two an individual theatre may be best adapted to. It has been recorded in six-track sound.

The MGM executives pointed out that theatres equipped with Todd-AO would require no changes or additional equipment of any kind to exhibit the Camera 65 version of "Raintree." It can also be exhibited on a Cinerama screen. Theatres not so equipped will require Phillips projectors, possibly some screen changes, presumably stereophonic sound, all depending on individual circumstances. The CinemaScope version, naturally, will not require the extras if it is best suited to that print type.

'Ben Hur' Next in '65'

"Ben Hur" will be the next MGM production to be made in Camera 65.

Special advertising and promotion plans featuring a variety of tie-ups and aimed in particular at the first seven openings were outlined by Si Seadler, MGM advertising manager. Dan Terrell, publicity manager, cited an enormous volume of publicity the picture already has received, with numerous special text and picture stories about to break in national magazines.

The "Raintree" screen play is based on a $250,000 prize-winning novel in a contest sponsored by MGM several years ago. It was a best-seller and Book-of-the-Month selection. Running time of the completed film is three hours and five minutes. Its background is the Civil War period. It is a David Lewis production, directed by Edward Dmytryk. In supporting roles are Nigel Patrick, Rod Taylor, Agnes Moorehead, Walter Abel, Tom Drake and many others.

Vogel Sees 'Aura of Success'

The picture "has an aura of success about it," Vogel said, "such as distinguishes outstanding productions that come along from time to time. Exhibitor interest is already intense before MGM has offered it in a single situation," he said.

The occasion marked Vogel's first press conference since becoming president of Loew's seven months ago. With him, in addition to those mentioned, were Robert Mochrie, E. M. Saunders, Mike Simons and William Ornstein.

Mass. SC Rules 'Eden' Not Obscene in Law

Special to THE DAILY

BOSTON, June 6—The film "Garden of Eden" is not obscene "as a matter of law," the full bench of the Massachusetts Supreme Judicial Court ruled here yesterday. The court overturned the convictions of Antone T. Moniz, projectionist, and Benjamin Rogers, salesman, who were found guilty of exhibiting an allegedly obscene film at the Embassy Theatre, Fall River, Mass., last fall and ruled the question of obscenity was one to be decided by a jury.

Judge Harry Kalus in a lower court had ordered the guilty verdicts.

DuPont Case

(*Continued from page 1*)

sion, government lawyers said the high court had given them a potent weapon against mergers and that where the facts in the du Pont-G.M. case are believed to be similar to those in any or more than a score of anti-merger cases now pending, the decision will be cited in their trial.

The Federal Trade Commission, which has 15 anti-merger cases pending, has not completed its study of the decision yet but a spokesman said "It may be a milestone in the history of trade regulation."

LEADERSHIP

The capacity to lead develops naturally in certain people. It is so with some publications.

In a publication, leadership develops naturally from—

EDITORIAL ENTERPRISE
plus JOURNALISTIC RESPONSIBILITY.

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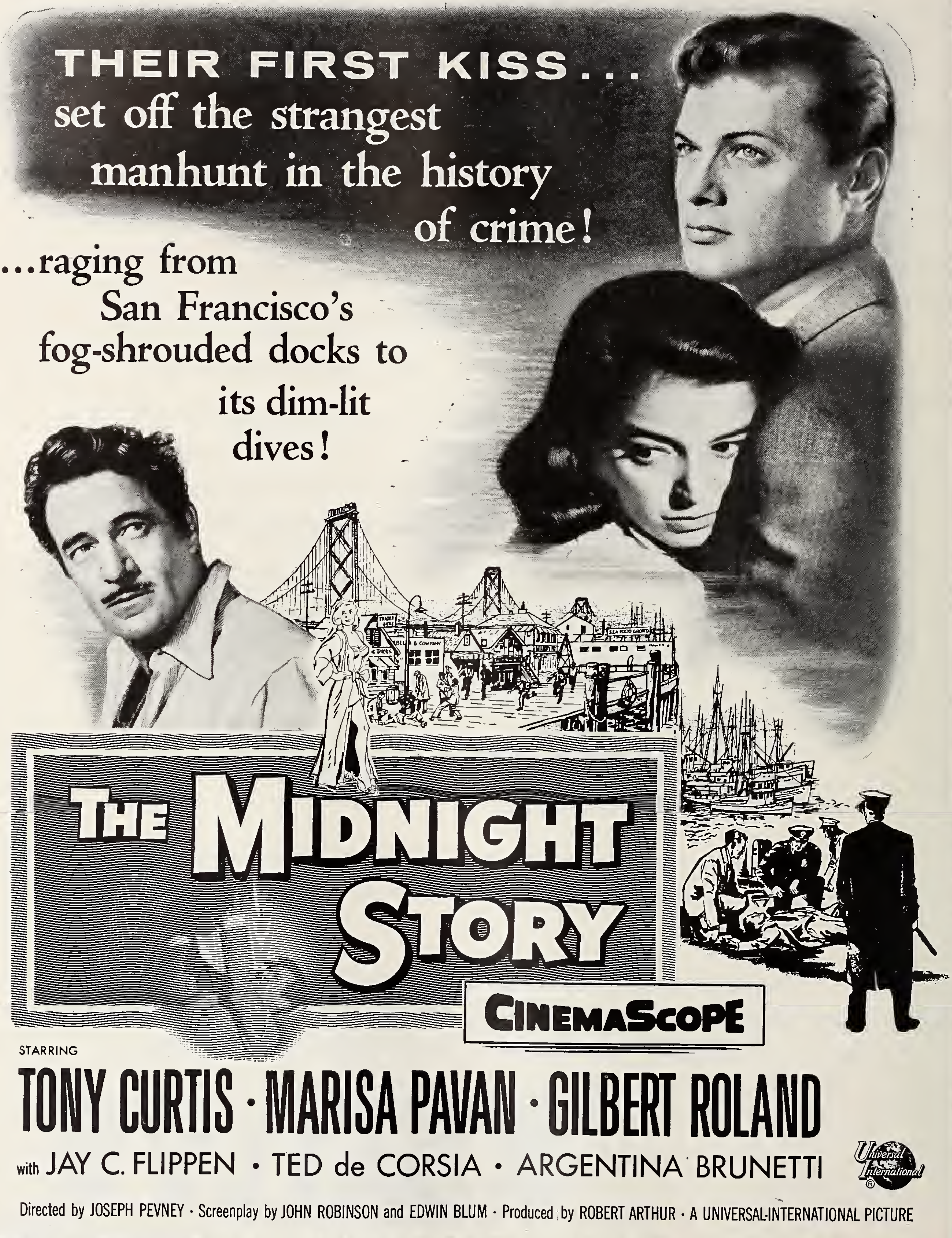

THE MIDNIGHT STORY

CINEMASCOPE

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Universal International

Directed by JOSEPH PEVNEY · Screenplay by JOHN ROBINSON and EDWIN BLUM · Produced by ROBERT ARTHUR · A UNIVERSAL-INTERNATIONAL PICTURE

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MOTION PICTURE DAILY

Concise and to the Point

VOL. 81, NO. 111 NEW YORK, U.S.A., MONDAY, JUNE 10, 1957 TEN CENTS

By July 8

Anti Pay-TV Group Seeks 3 New Filings

Will Ask Additional Funds From Exhibitor Groups

By LESTER DINOFF

The Committee Against Pay-As-You-See Television will approach the national, state and regional exhibitor organizations shortly regarding the procurement of additional funds to prepare three memoranda for filing with the Federal Communications Commission by July 8 in opposition to subscription television, according to co-chairman Philip F. Harling.

The Committee will use the funds to prepare legal, economic and engineering data which will be en-

(*Continued on page* 10)

Col. Profit $1,504,000 For 39-Week Period

Columbia Pictures had a net profit of $1,504,000 in the 39 weeks ended March 30, the company reported at the weekend. This compares with a net profit of $1,855,000 for the 40 weeks ended March 31, 1956.

Net profit before income taxes for the 1957 period was $2,858,000 as compared with $3,314,000 for the similar period in 1956.

Earnings per share of common stock were $1.18 for the 1957 period as compared with $1.49 last year. The earnings per share of common stock

(*Continued on page* 4)

Television Today Page 10

Selling Plan Set for 'Pride'

(Picture on Page 3)

United Artists' "The Pride and the Passion" will receive special sales and merchandising handling in the domestic market and be shown overseas on a semi-roadshow policy, according to producer Stanley Kramer and George J. Schaefer, producer representative.

"The 132 minute film will be shown on a continuous performance basis in some 350 cities in the U.S. initially at increased admission prices and will go into general release sometime next year," Schaefer stated, adding that any exhibitor "who does not ask

(*Continued on page* 3)

NSS To Distribute MGM Trailers on Sept. 1

Trailers for M-G-M releases will be distributed by National Screen Service beginning Sept. 1, it was announced at the weekend. The move was made "only after careful consideration of the best interests of

(*Continued on page* 4)

Aaron Rosenberg Signs To Produce for Metro

Joseph R. Vogel, president of Loew's, Inc., announced at the weekend the signing of a long-term contract with Aaron Rosenberg for the production of a group of major films to be made for M-G-M by Rosenberg as Arcola Pictures, Inc. The producer was previously with Universal-International for eight years where he made six James Stewart vehicles, "The Glenn Miller Story," "To Hell and Back," "The Benny Goodman Story," and others.

Rosenberg's future plans for M-G-M production will be outlined when he reports to the studio shortly for discussions with executives.

Results of Hearings Issued

Celler Report Finds TV Networks 'Too Big'

'Do Something' About Broadcasting Practices, FCC and Justice Are Told

By J. A. OTTEN

WASHINGTON, June 9—A House Judiciary subcommittee today called on the Justice Department and Federal Communications Commission to get tougher with the major TV networks.

The subcommittee, headed by Rep. Celler (D., N. Y.), didn't say that in so many words, but that was the thread running clearly through a 148-page report on anti-trust problems in the television broadcasting industry. The subcommittee held hearings here and in New York last summer and fall.

Its report raises serious anti-trust questions about FCC rules on multiple-station ownership, on the legality of such network practices as option time and must-buy arrangement, on network programming practices going into the field of film and other TV

(*Continued on page* 9)

Score Justice Over AB-PT

From THE DAILY Bureau

WASHINGTON, June 9 – A House Judiciary subcommittee said the Justice Department had been "derelict" in failing to present the Federal Communications Commission with timely argument against the American Broadcasting-Paramount Theatres merger.

The subcommittee said the FCC had rightly stressed the anti-trust aspects of this proposal.

At the same time, the subcommittee applauded the Justice Department and attacked the FCC for their handling

(*Continued on page* 4)

4 TV Producers Must Testify Or Else—FCC

From THE DAILY Bureau

WASHINGTON, June 9 – The Federal Communications Commission said four TV film producers would have to testify at commission network hearings in New York this week—or else.

If they don't appear and bring all records required in earlier FCC subpoenas, the commission will "forthwith institute appropriate proceedings" to enforce the subpoenas.

(*Continued on page* 4)

'No Comment' Except On 'Pioneering'—NBC

An official statement by the National Broadcasting Company commenting on the report of the House Anti-trust Subcommittee took great pleasure in what it called "forthright recognition" paid by the committee to "the pioneering role of the networks in developing, at great financial outlay and risk, the medium of television."

However the statement adds "With regard to the specific practices . . . questioned by the subcommittee, we feel it would be inappropriate to comment at this time."

GARY AUDREY MAURICE
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PERSONAL MENTION

HOWARD DIETZ, M-G-M advertising-publicity head, will return to New York today from Europe.

•

PHILIP GERARD, Universal Pictures Eastern publicity manager, is in Boston today from New York. JEFF LIVINGSTON, Eastern advertising manager, returned here from Chicago at the weekend.

•

IRVING SOCHIN, general sales manager for Rank Film Distributors of America, returned today from regional meetings in Chicago, Detroit and Cleveland.

•

J. RICHARD KENNEDY, independent producer releasing through United Artists, will leave New York shortly for England, France and Italy.

•

MICHAEL TODD, JR., and BILL DOLL, of the Michael Todd Co., have returned to New York following a country-wide tour on behalf of "Around the World in 80 Days."

•

CHARLES L. CASANAVE, president of the Fred Astaire Dance Studios, has returned to New York from New Orleans and the Coast.

•

JOSEPH R. VOGEL, president of Loew's, Inc., left New York at the weekend for the Coast.

•

JOSEPH PEVENY, Universal Pictures director, and BILL THOMAS, fashion designer, have arrived in New York from Hollywood.

•

ROBERT CINADER, director of foreign sales for California National Productions, a subsidiary of NBC, left here yesterday for England via B.O.A.C.

•

DICK ROSS, Allied Artists producer-director, has returned to Hollywood from Dallas.

•

ABE BERNSTEIN, of the United Artists exploitation department, was in Hartford and Providence from New York.

•

MAURICE "RED" SILVERSTEIN, M-G-M home office executive, left here yesterday for Hollywood.

Rep. Dividend 25c

The board of directors of Republic Pictures last week declared a regular dividend of 25c per share on preferred stock, payable July 1, to stockholders of record as of the close of business on June 20.

Georgia Theatre Finds Film Council Abuses 'Free' Rights

Special to THE DAILY

ATLANTA, June 9.–The owner of the Decatur Theatre, Decatur, Ga., charged with "hampering the work" of the Decatur Better Films Committee by denying its members "free access" said he was forced into such action because the committee had begun to abuse its attendance rights.

Fred G. Storey, of Storey Theatres, Inc., said there are only 33 members of the committee, but according to his records, "as many as 45 persons representing themselves as members have been admitted to the theatre in one week."

Urge CEA to Ratify New Wage Increases

By WILLIAM PAY

LONDON, June 6 (By Air Mail) –Although exhibitors might not like the proposed new wage settlement between the Cinematograph Exhibitors Association (CEA) and the National Association of Theatrical and Kine Employees (NATKE) they must take a realistic view of it. This appeal was made by CEA vice-president E. J. Hinge when he urged members to back the recommended agreement, however unsatisfactory it might appear to be.

The agreement which is now being considered by the CEA branches, provides for pay rises from six shillings to fourteen shillings (84 cents to $1.96) a week for 80,000 projectionists, usherettes and cashiers at the country's cinemas. If accepted, the new rates will come into force July 1. Cinema workers had their last rises of from six shillings to £1 (84 cents to $2.80) a week in December, 1955.

Hinge Defends Agreement

Defending the agreement, which is going to take up much of the exhibitors' tax relief, Mr. Hinge said: "I don't think that anyone can say that the wages rates in this industry are the type that would be awarded if we were at the mercy of a wages board. They are certainly not the wages that would be awarded by an industrial court."

"There is a strong body of opinion," he warned, "not only in Government circles but also among local authorities that a place which cannot operate successfully is obviously not needed." Exhibitors who had appealed against rating reassessments, he added, had been told by assessors that if they could not make their cinemas pay under proper conditions then they should close down.

Dais Guests Are Listed For Montague Dinner

Seated on the dais at the A. Montague-Will Rogers Hospital testimonial dinner at the Waldorf-Astoria on Wednesday night, June 19, will be many executives of the motion picture industry, as well as of medical and civic circles. The testimonial event is the amusement industry's way of showing its recognition and appreciation of the many fruitful years of work and leadership put in by Montague for the advancement and benefit of the hospital and its clinical and research laboratories.

Some 1,200 are expected to attend the dinner which will present a program of entertainment by performers of stage, screen, radio and television.

Harry Brandt, general chairman of the dinner, announced at the weekend that guests who have accepted places on the dais to date include the following: Charles Alicate, Richard Altschuler, Robert Benjamin, Jack Beresin, Richard Brandt, Jackie Bright, Robert W. Coyne, George Dembow, Ned E. Depinet, Russell Downing, Gus Eyssell, Charles J. Feldman, Alan Freedman, William Gaxton, William German, Leonard Goldenson, Maurice Goldstein, Julius M. Gordon, Abel Green, Roy Haines, Alex Harrison, William Heineman.

From All Branches of Industry

Also, J. Robert Hoff, Rube Jackter, Leo Jaffee, Harry Kalmine, Paul M. Larazus, Jr., Mrs. Margie Lewis, Arthur Mayer, Dr. Edgar Mayer, Joseph McConville, Robert Mochrie, William Morris, Jr., James Mulvey, John O'Connor, R. J. O'Donnell, E. K. O'Shea, David V. Picker, Eugene Picker, Samuel Pinanski, Martin Quigley, Jr., Milton R. Rackmil, Walter Reade, Jr., Charles M. Reagan, Sam Rinzler.

Also, Herman Robbins, John H. Rowley, Ben Schlyen, Abe Schneider, Al Schwalberg, Fred J. Schwartz, Sol Schwartz, Harold Sharp, Ned Shugrue, M. A. Silver, Noble Sissle, Ernest G. Stellings, Morton Sunshine, Sam Switow, James Velde, Richard F. Walsh, Murray Weiss.

United California Sued By Toler, Independent

Special to THE DAILY

SAN FRANCISCO, June 9 – United California Theatres on Friday was sued in the U.S. District Court here for $50,000 damages by independent exhibitor James Toler of Castro Valley.

Toler charges United California engineered price discrimination in the rental of pictures for the circuit's houses operating in competition to his Chabot Theatre.

. . of Drive-ins

Sarasota Drive-In Ready

The new North Trail Highway 4 drive-in theatre at Sarasota, Fla., wi be completed this month, accordin to J. Hunt, owner.

⊙

Buys Vermont Operation

Herbert Goldstein of Troy, N. Y has purchased the Ft. Warren Driv In at Castleton, Vt., from Cha Hathaway, also owner of an outdo theatre in North Hoosick.

⊙

Glickman Building Drive-In

Dave Glickman, who operates t Garden Theatre, Trenton, N. J., building a new double ramp drive- with a 500 - car capacity at Ewin N. J., about one mile from the cent of the city.

⊙

Permit Is Rejected

The application of R. H. Branno to build a drive-in near Lebanon, Ga has been rejected by the Atlanta-Fu ton county joint planning boar Members of the Lebanon Bapti Church had objected that the theat site is too close to their building.

⊙

Opens 1,000-Car Theatre

Joseph Warren has opened the ne Super 50 Drive-in, on the Schene tady - Saratoga Road, near Ballsto Spa, N. Y. The 1,000-car theatre ha been under construction since t spring of 1956. Warren also ow drive-ins around Pittsburgh.

Two RCA Dividends

A quarterly dividend of 25 cen per share on the common stock the Radio Corporation of Americ payable July 29 to holders of recor at the close of business June 21 wa announced at the weekend by Davi Sarnoff, chairman of the board, fo lowing a regular meeting of the boar of directors. At the same meeting dividend of 87½ cents per share wa declared on the first preferred stoc for the period July 1 to Sept. 30, pay able Oct. 1, to holders of record o such stock on Sept. 9.

Friedman in Hollywood

Leopold Friedman, president o Loew's Theatres, is in Hollywood where he will spend the next tw weeks viewing the forthcoming at tractions scheduled for early releas by the major producers and indepen dents. Accompanied by Mrs. Fried man, he will visit several key Loew cities on his return trip to New York

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

PEOPLE

Orrin E. Dunlap, vice-president of dio Corp. of America in charge institutional advertising and press ations, has been named vice-president, institutional advertising and blications. **Sidney M. Robards,** anager of the RCA department of formation, has been appointed dictor of press relations.

□

Hazard E. Reeves, president of eves Sound Studios, has been nored by his alma mater, Georgia stitute of Technology, with its aluni distinguished service award for 57.

□

Frank R. "Bob" Knight, Jr., manger of the Cine-Kodak division of astman Kodak Company's advertisg department, has retired after 28 ars with the company.

□

Rodney Collier, for 23 years manger of the Stanley Theatre, Baltiore, is being transferred to Washgton to take the post of district anager for the Stanley Warner orp.

□

Pete Carnes, formerly with RKO adio in Atlanta, has joined the Uniersal exchange in that city as a sales epresentative.

M. P. Daily picture

STANLEY KRAMER and GEORGE SCHAEFER, background, at the interview Friday morning.

Selling Plan Set for 'Pride'

(*Continued from page 1*)

increased admission prices for the picture is a sucker."

Schaefer pointed out that "The Pride and the Passion" will have simultaneous world premieres late this month at the Capitol Theatre here, the State Lake in Chicago and the Fox Wilshire in Los Angeles. He said that the Capital and Fox Wilshire will seek $2.50 admissions and the State Lake $2.00.

Kramer said that he has been conferring with UA on foreign openings for the picture, with London for the first overseas date, in late August or early September He said that it will be shown abroad on a semi-roadshow basis, "an adaptation of Todd policy on '80 Days'." The producer said that UA already has 14 dates for openings in Germany.

Commenting further on the sales policy for the film, the producer and his sales representative said that the distribution company, UA, "may have to enter into four-wall agreements with exhibitors if we can't get the proper deal and conditions."

Large Publicity Fund

Kramer stated that the gross for his picture "is unlimited as its inherent values will get it playing time and receipts." He said that some $2,000,000 has already been spent in pre-production publicity and cooperative advertising for the picture's first three openings. He said that $4,000,000 was spent in making the film in Spain where he took seven months in actual production and almost a year in preparation and selection of 38 locales.

Heller Dividend

CHICAGO, June 9. – Directors of Walter E. Heller & Co. have declared regular quarterly dividends on the company's common and two classes of preferred stock. The dividends are 25 cents a share on the common stock, $1 a share on the 4 per cent cumulative preferred, and $1.37½ a share on the 5½ per cent cumulative preferred stock. All dividends are payable June 30 to stockholders of record at the close of business June 20.

V.C. Honors Benjamin

MILWAUKEE, June 9. – William Benjamin – widely known as Benny Benjamin—who has sold his exchange here and will leave for the Coast this week—was guest of honor at a farewell dinner given him at Fazio's by Wisconsin Variety Club, Tent No. 14. Benjamin sold his exchange here to Morey Anderson.

. . . NEWS ROUNDUP

'Island' Opens Wednesday

Final arrangements have been completed for the world premiere of Darryl F. Zanuck's first independent production for 20th Century-Fox release, "Island in the Sun," at the Roxy Theatre, Wednesday night. The premiere has been designated by the New York Convention and Visitors Bureau as the first event of the city's Summer Festival. "Make Manhattan Your 'Island In The Sun'" has been adopted as the Festival slogan.

A Calpyso Steel band, Lord Tummel and his Warriors, will perform for the viewing crowds outside the Roxy on the premiere evening.

■

Move for Oregon Production

The Portland (Ore.) Chamber of Commerce, working with civic leaders, made a strong bid for a major portion of Hollywood's motion picture and television production at the weekend when it announced the formation of a motion picture development and information committee. The committee will attempt to attract more film productions to this area by constructing at least one fully equipped sound stage as the nucleus for a studio.

■

'Tammy' Breaks Record

Universal's "Tammy and the Bachelor" broke the house record for a non-holiday opening day at the Joy Theatre in New Orleans late last week when it grossed $3,200. The picture is having its world premiere there.

■

Takes Over Projector

The Harwald Co., Inc. of Evanston, Ill., has taken over manufacture and distribution of the "Movie-Mite" 16mm sound projector from the Calvin Co., Inc. of Kansas City, Mo.

Goldwyn Suit Expenses Denied Fox West Coast

Special to THE DAILY

SAN FRANCISCO, June 9 – Another ruling in the Samuel Goldwyn-Fox West Coast Theatres anti-trust suit, one of several in the case, which has not yet come to trial here in Federal District Court, was handed down Friday in U.S. Ninth Circuit Court of Appeals. The defendant distributors were denied $1,500 costs for printing of briefs in the recent appeals court action which ruled out all but seven of the Goldwyn films as eligible for trial consideration.

Specifically today's ruling means that while Fox West Coast was victorious in the recent hearing, it cannot collect court costs.

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★

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Everybody's Welcome!

Score Justice

(*Continued from page* 1)

of the more recent station swap between NBC and Westinghouse.

Looking at both cases, the subcommittee said in a report on anti-trust problems in the television industry that the FCC and Justice must take immediate steps to improve liaison in cases falling within their concurrent spheres of responsibility." It also urged the FCC in the future to "adhere to the policy of critically examining the anti-trust background of each license applicant."

With respect to the AB-PT merger, the subcommittee said the FCC had recognized the anti-trust implications of the proposed merger back in 1951 and 1952 and had asked the Justice Department to participate in the proceedings. The subcommittee also noted that the FCC had made the anti-trust status of the parties "one of the central points of inquiry."

Too Late, Said the Commission

In contrast, the subcommittee report said, Justice failed to accept the Commission's offer or to move independently to enjoin the merger. It declared Justice did not take part in the lengthy hearings on the merger or file a brief. Finally, on January 7, 1953, after the FCC record had been closed, it wrote the Commission protesting the merger, a protest the FCC turned down as coming too late.

"The committee concludes the Department of Justice was derelict in this case," the report said. "Its conduct fell far short of that required in the administration and enforcement of the anti-trust laws."

In contrast, the subcommittee found that Justice had acted properly and the FCC had acted improperly in the recent station swap between NBC and Westinghouse Broadcasting Co. The subcommittee commended Justice for raising anti-trust questions about the transfer and for ultimately bringing an anti-trust suit against NBC growing out of the transfer.

Three-Point Criticism of FCC

But the subcommittee sharply criticized the FCC for not seeking out the views of the Justice Department, for ignoring its staff's concern over the resulting concentration of TV facilities in the hands of NBC as a result of the proposed exchange, and for failing to take into account the anti-trust histories of the parties.

"The Federal Communications Commission fell short of performance fully protecting the public interest," the report said. "By comparison, the Anti-trust Diviison is deserving of comendation for its vigilance in continuing the investigation of this transaction, particularly in the face of the Commission's summary approval."

An AB-PT official contacted in New York at the weekend said the company would have no statement to make about the reference to it by the House subcommittee until it had time to study the report.

REVIEW:

Value for Money

J. Arthur Rank—VistaVision

A COMPLETELY SATISFYING comedy for any kind of audience, anywhere in the world. While the cast and characters—and all the settings—are typically British, the resulting broad comedy is full of laughs that will be appreciated in Kansas as much as in the far-flung Odeon circuit, across the world.

The British surely have a flair for story telling, whether comedy or drama, and we sometimes think that everyone in England must carry an Equity card, for their portrayal of themselves is so thoroughly professional. This example is on the light side, and no demerits against it, for it is always in good taste, with never a doubtful situation that might give offense.

John Gregson is at home in the role of the frugal Scotsman who has inherited a fortune from his father in the rag business—and a speaking likeness of the old gentleman hangs on the wall behind him, full of parental advice as to how to save money. Diana Dors, who was cast in the same mould as M. Monroe, has the opportunity to be herself in a form-fitting role, as the siren from London—and Susan Stephen is sweet and charming as the girl back home. All of the large cast are excellent, and well directed by Ken Annakin, a newspaperman turned director, with British skills.

Frugal John has a five-pound fling for himself, taking a bus trip to London where he goes off his rocker for a platinum blond show girl, whose way of life is not easy going. He brings her back home to see the family mansion, which she doesn't like, in his attempt to win her. After some financial adventures that soften him up, the two girls get together over a bottle of champagne and cook up a scheme to cure him of his infatuation.

So, on arrival at his office in the morning John is greeted by a stranger who hands him two writs, both for breach of promise, one from Diana asking 5,000 pounds damages, and the other from Ethel, who wants only 200 pounds. This really puts John on a spot, for now he knows he loves the girl back home, but if he marries her, he will have to pay the larger sum to satisfy the other charmer. It is Ethel who puts his cheque book on his desk and hands him the pen, for this was a deep-laid plot between the girl friends. Diana decides she likes the Yorkshire town, and especially a rich manufacturer who returns her love, not that they are both rewarded in the adventure. It's typically British good humour.

Running time, 93 minutes. General classification. Release, in July.

WALTER BROOKS

Ellis Purchases Three Philadelphia Theatres

Special to THE DAILY

PHILADELPHIA, June 9. – The three key neighborhood houses here operated by the AB-Paramount Theatres under long term leases, have been sold to the A. M. Ellis Enterprises, one of the largest independent theatre circuits in the area. The three houses, which will be continued under their present operation, are the Nixon, Tower and Roosevelt.

The theatre properties were purchased by the Ellis company from a combine composed of Morris Wolf, theatrical attorney, Lessing Rosenwald and Lionel Friedman.

Pavelle Changes Name

Pavelle Laboratories, Inc., black and white processors and photo-finishers since 1932, has changed its name to Pictorial Laboratories, Inc., according to an announcement by Leo Pavelle, president.

See Record Attendance At Industry Golf Fete

Indications at the weekend were that the attendance at the sixth annual film industry golf tournament sponsored by New York's Cinema Lodge of B'nai B'rith at the Vernon Hills Country Club at Tuckahoe, New York, Thursday will top all previous five tournaments. The forecast was made by Martin Levine, tournament chairman.

Levine pointed out that participation in the tournament is open to members of the entertainment and allied industries of all faiths. Meanwhile, prizes continued to accumulate at tournament headquarters here.

Multiple Run for 'Hut'

LOS ANGELES, June 9 – "The Little Hut" grossed $84,000 in its 11-theatre multiple run here last week. It beat "High Society's" record in the same houses by several thousand dollars.

TV Producers

(*Continued from page* 1)

the FCC said Friday. Presumably this means court action.

The commission, in connection with its current network study, asked seven TV film program producers to appear and testify. Originally all seven challenged the FCC's right to require this testimony, but then three of the seven agreed to furnish the information. Four refused.

Last week, Chief Examiner James Cunningham ruled that the four must appear, or court action be taken. On Friday, the commission denied the petition of the four to quash the subpoena, affirmed Cunningham's action, denied oral argument, and ordered the four to appear at hearings in New York on June 12.

The four involved were Screen Gems, Inc., Ziv Television Programs, Review Productions, Inc., and MCA-TV Ltd.

NSS to Distribute

(*Continued from page* 1)

M-G-M's exhibitor customers and the company," according to Charles M. Reagan, vice-president and general sales manager of Loew's Inc.

"Our decision is the result of a consensus of opinion here that the step is in line with the economics of our business today," Reagan stated. "Therefore, we believe it only logical that we avail ourselves of the facilities of National Screen Service for the most practical trailer distribution to our customers, particularly since we are satisfied that its quality will be maintained."

Columbia Profit

(*Continued from page* 1)

after preferred stock dividends, for both the current year and the prior year, are based on the 1,122,800 shares which were outstanding on March 30, 1957.

Columbia pointed out in its weekend release that the figures were prepared by the company and are subject to year-end audit by its certified public accountants.

Texas Drive-In Board Will Meet Tomorrow

Special to THE DAILY

DALLAS, June 9. – Eddie Joseph, president of the Texas Drive In Theatre Owners Association, has called a meeting of the association's board of directors for Tuesday. The meeting will be held in the conference room of the Variety Club of Dallas in the Adolphus Hotel. The association's general counsel, Edwin Tobolowsky, will have some matters to be presented to the board. Other officers of the association for the coming year are Charles Weisenburg, vice-president; Jack Farr, vice-president; E. L. Pack, vice-president; Skeet Noret, treasurer, and Bob Davis, secretary.

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Sam Gorelick, Regional Mgr.
Edward Safier, Branch Mgr.
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(Rm. 201) Chicago 5, Illinois
WEbster 9-4407

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Robert Folliard, Regional Mgr.
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JOHN GREGSON · KATHLEEN RYAN
and Jacqueline Ryan as
JACQUELINE
Noel Purcell · Cyril Cusack
Tony Wright · Maureen Swanson
Screenplay by Patrick Kirwan & Liam O'Flaherty
Produced by George H. Brown · Directed by Roy Baker

A Michael Balcon Production
GEORGE BAKER · BELINDA LEE · DELPHI LAWRENCE · ADRIENNE CORRI · MANDY · DIANA WYNYARD in
"THE GENTLE TOUCH"
Color by Technicolor
Based on the Novel "A Lamp is Heavy" by Sheila MacKay Russell
Directed by Pat Jackson · Associate Producer Jack Rix
Made at Ealing Studios

VIRGINIA McKENNA · PETER FINCH in
A TOWN LIKE ALICE
Screenplay by W. P. Lipscomb & Richard Mason
Produced by Joseph Janni · Directed by Jack Lee

A Michael Powell & Emeric Pressburger Production
JOHN GREGSON · ANTHONY QUAYLE · PETER FINCH as Captain Langsdorff in
"PURSUIT OF THE GRAF SPEE"
Color by Technicolor · VistaVision
Bernard Lee · Ian Hunter
Written, Produced and Directed by
Michael Powell & Emeric Pressburger

From the front pages of the world . . . inspiring naval action steeped with diplomatic bluff. The terrier-like tactics of three little ships that spelled the death of a dark raider . . . and a rendezvous with destiny!

"PURSUIT OF THE GRAF SPEE"

JOHN GREGSON · ANTHONY QUAYLE · PETER FINCH
A Colorful Masterpiece from the Team That Made "The Red Shoes" • VistaVision
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The true inside story of Scotland Yard's crime-busters . . . and the courageous women who live in constant fear every moment their men are on a case.

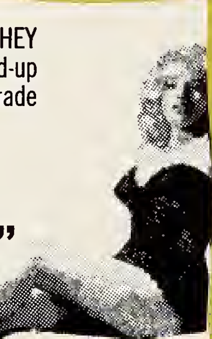
"THE THIRD KEY"

with JACK HAWKINS

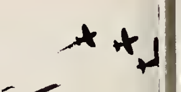
Delectable DIANA DORS and TV's genial "HEY JEANNIE" Carson rock you with a crazy mixed-up jamboree of jazz, jive and a jumbo-size hit parade of top tunes.

"AS LONG AS THEY'RE HAPPY"

EASTMAN COLOR



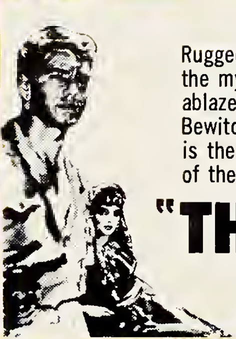
10,000,000 Americans have thrilled to this story in Reader's Digest!



starring
KENNETH MORE
(Audiences loved him in "Genevieve" and "Doctor In The House")

He laughed at life's toug
breaks . . . yet with rar
raw courage he le
his gay, reckless pilots .
winning battles in th
sky . . . and women's hear
on the ground

REACH FOR

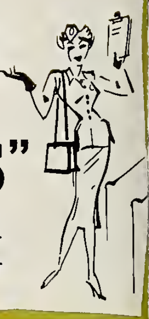


Rugged ANTHONY STEEL hides a savage secret in the mysterious burning sands of North Africa . . . ablaze with vivid splendor, torrid heat and violence. Bewitching new Italian beauty, ANNA MARIA SANDRI is the lovely Arab girl who flaunts the rigid code of the desert in

"THE BLACK TENT"

Color by Technicolor VistaVision

ANTHONY STEEL and JAMES ROBERTSON JUSTICE in the fascinating behind-the-scenes stories of a great airport . . . its romance, comedy, drama and spine-tingling suspense.



"OUT OF THE CLOUDS"

Another winner from the man who delighted you with "The Lady-Killers," "The Cruel Sea" and "The Lavender Hill Mob." • Eastman Color

A human story that will lift up your heart . . . put wings on your feet . . . fill your eyes with tears . . . and then crack your funnybone! Sparked by the loyalty and wisdom of a wonderful wayward child . . . called

"JACQUELINE"

with
JOHN GREGSON and KATHLEEN RYAN

DIANA DORS had the figure. JOHN GREGSON had the figures . . . in long green (her favorite color). She had everything it takes . . . to take everything he had! Titilating tunes, hilarious high-jinks, gold-standard gals.

VistaVision.

Color by Technicolor

"VALUE FOR MONEY"

JOHN GREGSON of "Genevieve" fame is taken for another ride, this time . . . by blond-bombshell DIANA DORS

DONALD SINDEN · DIANA DORS · JEANNIE CARSON · JAMES ROBERTSON JUSTICE in
"AN ALLIGATOR NAMED DAISY"
Color by Technicolor · VistaVision
Also starring Stanley Holloway · Roland Culver
Screenplay by Jack Davies · Produced by Raymond Stross
Directed by J. Lee-Thompson

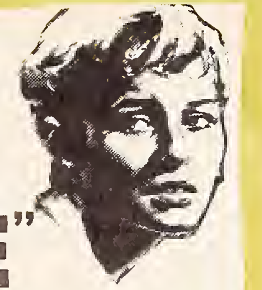
JACK BUCHANAN · JANETTE SCOTT · JEANNIE CARSON · BRENDA DE BANZIE in
"AS LONG AS THEY'RE HAPPY"
in Eastman Color · Also starring
SUSAN STEPHEN · JERRY WAYNE Guest Star DIANA DORS
Screenplay by Alan Melville · Based on the Play by Vernon Sylvaine
Directed by J. Lee-Thompson · Produced by Raymond Stross

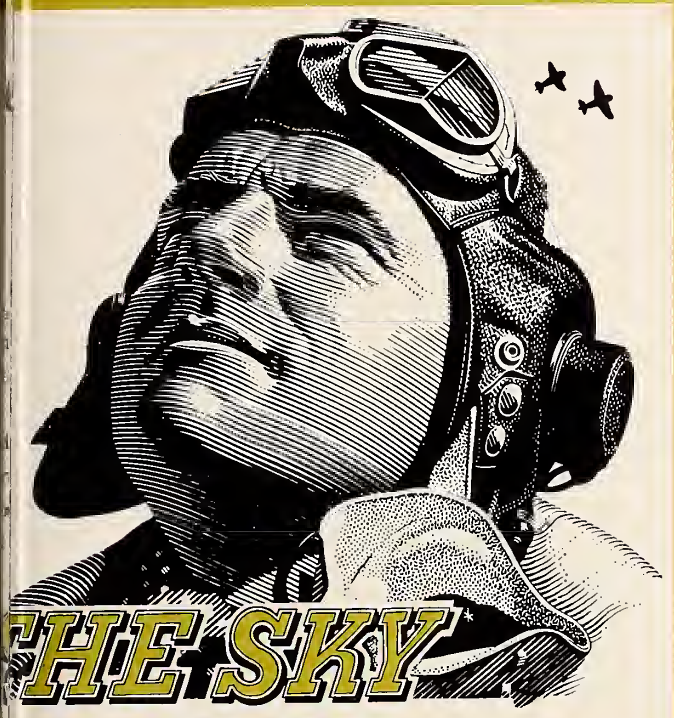
ANTHONY STEEL · DONALD SINDEN · ANNA MARIA SANDRI in
"THE BLACK TENT"
Color by Technicolor · VistaVision
with Andre Morell
Screenplay by Robin Maugham & Bryan Forbes
Produced by William MacQuitty
Directed by Brian Desmond Hurst

A handful of women and children relentlessly driven by the Japanese through the jungle of Malaya. Nevil Shute's world best-selling novel. Unforgettable, sun-searing journey, that separated the dream of love with a nightmare of terror.

"A TOWN LIKE ALICE"

starring VIRGINIA McKENNA and PETER FINCH



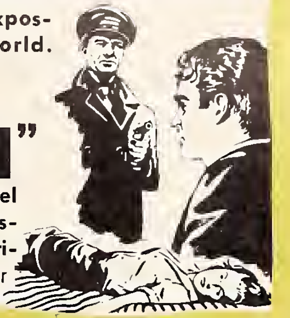


*From the best selling novel.

Tough, taut, action-packed thriller as timely as today's newspaper . . . exposing the international underworld.

"TRIPLE DECEPTION"

Handsome, new screen idol Michael Craig mixes his gun-shot rough-housing with romancing of a lovely American charmer. VistaVision Color by Technicolor



DIANA DORS . . . the delectable morsel of torso . . . and TV's peach of a gal, "HEY JEANNIE" CARSON . . . get all wrapped up with the preposterous perfect pet.

"AN ALLIGATOR NAMED DAISY"

. . . with JAMES ROBERTSON JUSTICE of "Doctor In The House" and the favorite of "My Fair Lady", STANLEY HOLLOWAY.

VistaVision. Color by Technicolor

HAVE YOU HEARD ABOUT THE NEW DOCTOR IN THE HOUSE?

Here's the lusty, love-happy answer thru the lively eyes of nurses. . . . They know their minds . . . but not their hearts!

"THE GENTLE TOUCH"

Color by Technicolor

A super-charged story 'mid the colorful scenic wonders of sunny Italy. A violent sequence of events . . casting its threatening shadows . . . highlighted by the world's most thrilling international road race.

"CHECKPOINT"

ANTHONY STEEL at the wheel . . . and after the girls!

EASTMAN COLOR

From the best-selling novel by A. J. Cronin. Against a violent background of a sensitive gardener's friendship with the son of a lonely, jealous-hearted Consul emerges a colorful, haunting classic . . . brilliantly portrayed.

"The SPANISH GARDENER"

starring DIRK BOGARDE Color by Technicolor

VistaVision

NOW IN PRODUCTION AT PINEWOOD STUDIOS

ROD STEIGER'S greatest starring role as the crooked financier who gambles with International intrigue.

ACROSS THE BRIDGE

by Graham Greene

•

HELL DRIVERS

The tough, action crammed story of truck drivers who ride with death . . . for high stakes.
Starring STANLEY BAKER, PEGGY CUMMINS and HERBERT LOM

THONY ODILE STANLEY JAMES ROBERTSON
TEEL · VERSOIS · BAKER · JUSTICE in
"CHECKPOINT"
in Eastman Color
Maurice Denham · Michael Medwin
Lee Patterson · Paul Muller
Original Screenplay by Robin Estridge
roduced by Betty E. Box · Directed by Ralph Thomas

A Julian Wintle Production
MICHAEL JULIA BRENDA BARBARA
CRAIG · ARNALL · DE BANZIE · BATES in
"TRIPLE DECEPTION"
Color by Technicolor · VistaVision
David Kossoff · Gerard Oury · Geoffrey Keen
Screenplay by Robert Buckner & Bryan Forbes
Produced by Vivian A. Cox · Directed by Guy Green

A Michael Balcon Production
ANTHONY ROBERT DAVID MARGO
STEEL · BEATTY · KNIGHT · LORENZ in
"OUT OF THE CLOUDS" Eastman Color
James Robertson Justice · Eunice Gayson · Gordon Harker
Produced & Directed by Michael Relph & Basil Dearden
Associate Producer Eric Williams
Screenplay by John Eldridge & Michael Relph
Made at Ealing Studios

DIRK BOGARDE · JON WHITELEY · MICHAEL HORDERN in
"THE SPANISH GARDENER"
Color by Technicolor · VistaVision
From the Novel by A. J. Cronin
Produced by John Bryan · Directed by Philip Leacock

KENNETH MORE starring in
"REACH FOR THE SKY"
From the book by Paul Brickhill · The Story of Douglas Bader
Also starring MURIEL PAVLOW · Lyndon Brook
Lee Patterson · Alexander Knox
Screenplay by Lewis Gilbert · Produced by Daniel M. Angel
Directed by Lewis Gilbert

A Michael Balcon Production
JACK HAWKINS in
"THE THIRD KEY"
Directed by Charles Frend · Associate Producer Tom Morahan
Screenplay by Janet Green & Robert Barr
Made at Ealing Studios

JOHN DIANA SUSAN DEREK
GREGSON · DORS · STEPHEN · FARR in
"VALUE FOR MONEY"
Color by Technicolor · VistaVision
Screenplay by R. F. Delderfield & William Fairchild
Directed by Ken Annakin · Produced by Sergei Nolbandov

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General Sales Manager

GEOFFREY MARTIN
Director of Advertising, Publicity, Exploitation

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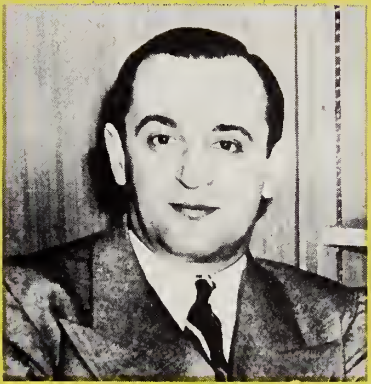
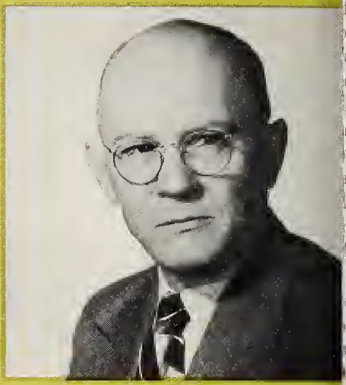
Regional Manager — Los Angeles


SAM GORELICK
Regional Manager — Chicago

ABE WEINER
Regional Manager — Boston


DAVE PRINCE
Regional Manager — Atlanta

OTTO EBERT
Regional Manager — Detroit

RAY JONES
Regional Manager — Dallas

AL KOLITZ
Regional Manager — Denver

ROBERT FOLLIARD
Regional Manager — Washington

JAMES MOONEY
Branch Manager — San Francisco

EDWARD SAFIER
Branch Manager — Chicago

JOHN DE COSTA
Branch Manager — Los Angeles

STANTON DAVIS
Branch Manager — Boston

GORDON CRADDOCK JR.
Asst. to General Sales Manager

STEVE EDWARDS
Advertising — Publicity Manager

LEO PILLOT
Exploitation Manager

Further appointments
to be announced.

Celler Report Finds TV Networks 'Too Big'

Charges FCC s Too Lenient Vith the Webs

(*Continued from page 1*)

ow production, on network talent ntracts, and on the activities of the ajor broadcasters in the music field rough Broadcast Music, Inc. In ch case, the subcommittee either elled out action it wanted the govnment agencies to take or made a ore general exhortation that the vernment agencies "do something."

Throughout the report ran the eme that the major networks, espeally NBC and CBS, were just too g and powerful. Throughout it ran iticism of the FCC for not having one more to prevent this situation om coming about. The Justice Deartment was applauded for its curnt investigation of the TV industry.

Two 'Major Obstacles' Cited

The report repeatedly raised the uestion of whether some of the curnt network practices were not exctly similar to former practices in e motion picture industry outlawed y the Supreme Court in the Paraount case. The subcommittee's report said two "major obstacles—station arcity and restrictive practices—ave prevented full realization of the ationwide and competitive communiations system contemplated by Conress. These obstacles should be reoved if the national objectives are be achieved."

Comparatively little of the report as devoted to station shortage, with e bulk devoted to "restrictive pracces." On station shortage, the subommittee sharply attacked the Comission for failing to take more vigous action sooner to help out UHF oadcasters. It said the FCC must ke in many more areas in its selecve deintermixture policy, step up its rogram of research looking toward major shift to UHF channels, and ducate the public on this outlook. ongress should end the federal exise tax on all-channel TV sets, the eport also said.

A. T. & T. Criticized

The subcommittee also criticized e FCC for having dragged its feet n complaints against excessive transission charges by A. T. and T.

Turning to "restrictive practices," e subcommittee conceded that there ere good and valid reasons for the ominant position of the networks in e television field, but that these easons also included "various pracces that have had a detrimental efect on competition and that can be hanged without undue hardship or isruption of network operations."

"The committee does not favor direct government regulation," it said, "for it believes that other measures, including those recommended in this report, consistent with antitrust objectives and within the existing statutory framework, will reestablish competition as the effective regulator in the public interest, without impairing in any way the present system of network broadcasting."

Ten Topics Treated

The subcommittee report had this to say on specific topics:

Multiple - station ownership: The networks have buttressed their dominance in television by operating their own stations in key areas. The multiple ownership of stations has had an "anticompetitive effect." It may lend itself to abuses of concentration and tie-ins, may produce undue competitive advantage for multiple owners, and may create a conflict of interest on the part of the network. "The Commission should give these antitrust and other factors emphatic consideration in any change in the multiple ownership rules."

Affiliation agreements: "Many agreements operate to the advantage of multiple-station owners and other large licensees. The Commission should study affiliation agreements to see whether they are proper, and should also consider the advisability of making affiliation contracts on file with the Commission public.

Must-Buy: This requires an advertiser, as a condition of using the network, to purchase time on each of a specified group of affiliated stations. This deprives the advertiser of freedom of choice in selecting his markets, and places the independent station at a disadvantage as against the network affiliate in the same area. The Commission should consider prohibiting must-buy policies.

Option-Time Rule Hit

Time options: The FCC permits networks to require affiliated stations to make certain hours of the day available for network programs. This has various objectionable anti-trust aspects, and the Commission should consider amending its option-time rule to take some of these antitrust objections into account.

First call: The FCC should also consider preventing abuse of the first call rule, under which affiliated stations get the right to first refusal of all network programs. This power should not be permitted to enable one station to corner or suppress desirable network programs at the expense of other local stations.

Similarity to Film Monopoly Case Is Implied

Network programming: The networks have entered extensively into the field of program productions and can favor their own productions over independently-produced ones. Their bargaining power also enables them to demand and receive substantial concessions on profit participation, rerun and subsidiary rights and other matters from independent producers. It's also possible that the networks tie sales of network station time to the sale of network programs. "Existence of such practices would take on some of the characteristics of the conditions condemned in the Paramount Pictures case which led to the requirement that the defendants divorce their production operations from their theatre operations. The Justice Department should continue its investigation of these practices."

Talent Seen Restricted

Talent contracts: Many network talent contracts restrict the right of the performers to appear on other radio and TV shows, in films, and in night clubs and other activities. These and other talent arrangements should be studied by Justice to determine whether antitrust action is necessary.

Music: The report outlined extensively the activities of BMI and concluded that the Anti - trust Division should undertake "complete and extensive investigation." Two Democrats on the subcommittee said this should not be taken as implying any opinion on the pending anti-trust action brought by some members of ASCAP against BMI, and the three GOP members of the subcommittee said they felt that because of the pending suit the report should not have dealt with this matter.

Wants Commission 'Code'

FCC policies: In addition to criticizing the FCC for failure to establish liaison with the anti-trust division, the subcommittee said FCC members have been too free in talking to parties to pending cases. It urged the FCC to adopt a "code of ethics" to govern the FCC and its staff on permissible and nonpermissible contacts between the Commission personnel and outside parties.

Discounts: Each network allows advertisers a variety of quantity discounts from aggregate time rates, ranging as high as 25 per cent. These discounts may not be illegal because the Robinson Patman act now applies only to sales of goods and not sales of services. The committee will consider amending the law to make it apply to services and limit this type of discount.

REVIEW:

Doctor At Large

J. Arthur Rank-Universal Pictures—VistaVision

American motion Picture audiences are in for some highly entertaining moments in J. Arthur Rank's presentation of "Doctor At Large," the third in a series spoofing the British medical profession. The production and directorial team of Betty E. Box and Ralph Thomas, who gave audiences "Doctor in the House" and "Doctor At Sea," have come up with another light-hearted comedy in Eastman color and VistaVision. They have incorporated in it many amusing sequences and witty talk among young medical doctors and students who delight in their profession and the pursuit of nurses and pretty patients.

Smooth performances are turned in by an all-British cast headed by Dirk Bogarde, Donald Sinden and Muriel Pavlow, all of whom have been seen in the previous films of the British Rank version of the Dr. Kildare series. The story and laughs, a number of which run into each other, move along at a good pace due to the capable and deft direction of Thomas. In some scenes, however, the audiences may have a little trouble understanding some of the British dialect and linguistic slurs, but overall the dialogue is funny, gay and at times risque.

The story concerns young Dr. Bogarde and his desire for a crack at surgery while he is confined to minor clinical chores in a hospital. After a run-in with a trustee, he finds himself out of a job and seeks sympathy from a pretty nurse in a secluded weekend rendezvous. In the ensuing sequences, Bogarde, Sinden and Miss Pavlow run afoul of medical examinations and other events in the country.

Exhibitors who have played the previous two Rank films concerning the young doctor, may find that this film is a worthy successor to them as both had successful engagements in the "art" houses as well as theatres which play regular fare. Bolstering the principals are a number of top British players, among them James Robertson Justice, Shirley Eaton, and Derek Farr. The screenplay was written by Nicholas Phippe.

Running time, 98 minutes. Adult classification. Release, in June.

Lester Dinoff

Television Today

IN OUR VIEW

THE matter of a code of conduct, or ethics, or policy for television programming comes to attention again, with the recent observations before a Catholic Institute of the Press meeting in New York recently of John C. Doerfer, a member of the Federal Communications Commission. Said the commissioner: "There is every reason to believe that the broadcasters are just as capable of maintaining these high standards (of the NARTB Television Code) without endangering the full fruits of our creative genius as would an army of governmental agents attempting to produce programs or engage in extensive censorship duties."

The commissioner cites that fact that a great measure of observance already has been obtained in the television industry, and emphasizes the vital consideration that this is a voluntary code or working agreement. As such, it is necessarily a longer process to bring about reasonably complete compliance, but vast and encouraging strides already have been made. Mr. Doerfer made the point that "some of the objectionable material that does get through to some television receivers is in reality the reproduction of old movie films. . . . ." Someone should take the commissioner to one side and explain that the motion picture industry has had and subscribed to a Production Code these many years and with highly successful, even spectacular results. Television should only do as well and as quickly with a code and compliance!

•

Mr. Doerfer again: "Happily, the movie industry, in cooperation with the television industry, has indicated its willingness to subscribe to a Code of Good Practice (The capital letters apparently are the commissioner's)." If he's talking about the theatrical motion picture industry, it has had a code for producers for a quarter of a century, and it served originally, in particular, to take the film business off an especially dangerous, even critical, spot.

With television's necessarily diversified program offerings, stemming from live shows, filmed news, live and filmed commercials and motion pictures made for TV, the necessity of a good, intelligent, objective code of presentation behavior is even more vital to the welfare of the whole television industry. It is especially true since television programs come straight into the living room of Mr. and Mrs. Average American. And that's no place to tamper with good taste or good manners.

—*Charles S. Aaronson*

TV Set Production Declined in April

From THE DAILY Bureau

WASHINGTON, June 9. — Television set production declined sharply in April this year from production in the preceding month and also from April of last year, the Radio-Electronics-Television Manufacturers Association reported over the week-end.

In April of this year, 362,246 sets were produced, RETMA said, compared with 559,842 in March, and 549,632 in April of last year.

Anti Pay-TV

(*Continued from page* 1)

compassed in its briefs, Harling declared.

The exhibition official who represents Theatre Owners of America on the Committee said that he and co-chairman Trueman Rembusch, who represents Allied States Association, will prepare three briefs for submission to the F.C.C. by July 8. The first will be an application for leave to reply to comments filed, the second will be the Committee's actual comment, and the third will be the Committee's reply to the comments filed with the F.C.C., he said.

Agrees with Harris

Harling pointed out additionally that he is in accord with House Commerce Committee Chairman Harris (D., Ark.) who requested the F.C.C. to spell out in detail its reason for believing that it has the authority to approve toll television.

Meanwhile, TOA, in a bulletin to its membership, urges that every par ents' association, school, labor union civic organization, veterans group an government bureaus should advise th FCC that they are opposed to an toll-TV test because they know tha they will be deprived of a right whic they have always enjoyed.

Skiatron Seeks to Wire L. A. for Pay-Television

From THE DAILY Bureau

LOS ANGELES, June 9 – Th closed circuit pay-as-you-see televi sion firm of Skiatron TV Inc., heade by Matty Fox, has filed an applica tion with Los Angeles City official for permission to install facilities fo wire telecasting.

The application filed by Skiatro seeks permission to install pole pipes, conduits, wire and cables i and over Los Angeles streets t transmit electrical energy over closed television circuit and signa system.

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ALL-TIME RECORD IN NEW ORLEANS!

"Tammy and the Bachelor opened today to the biggest non-holiday opening day business in the history of the Joy Theatre. This is definitely the type of motion picture that people want to see today. Audiences of all ages loved it. Judging from audience reaction and comment we expect to break all records."

Monty Montgomery and Ernie McKenna
Joy Theatre

UNIVERSAL-INTERNATIONAL presents *Debbie Reynolds*

NEMASCOPE
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TAMMY and the BACHELOR

co-starring
LESLIE NIELSEN · WALTER BRENNAN

MALA POWERS · SIDNEY BLACKMER · MILDRED NATWICK with Fay Wray
Directed by JOSEPH PEVNEY · Screenplay by OSCAR BRODNEY · Produced by ROSS HUNTER

THE SAME

BOX-OFFICE *Magic*

AS "CINDERELLA"!

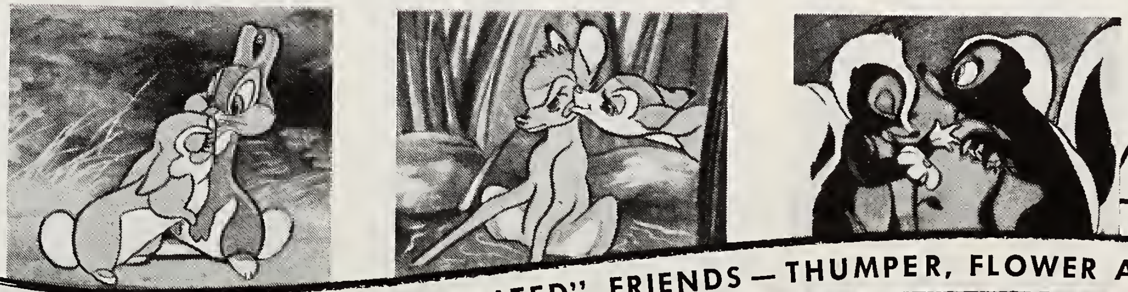
Walt Disney's

Bambi

IN COLOR BY

TECHNICOLOR®

From the Enchanting Story by Felix Salten



One of the all-time great all-cartoon Disney features! Sparkling with FUN . . . EXCITEMENT and ROMANCE! 5 wonderful hit songs!

WITH ALL OF BAMBI'S "TWITTERPATED" FRIENDS — THUMPER, FLOWER AND THE REST!

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All
the News
That
Is News

MOTION PICTURE DAILY

Concise
and
to the
Point

VOL. 81, NO. 112 NEW YORK, U.S.A., TUESDAY, JUNE 11, 1957 TEN CENTS

To Talk Soon

See French in New Demands To the MPEA

To Discuss Two-Year Pact Covering Import Licenses

By HENRY KAHN

PARIS, France, June 10 – Marc Spiegal, overseas representative for the Motion Picture Export Association here, will shortly open talks with the French government for a new two-year film agreement under which American film companies would receive 110 import licenses annually.

The annual U.S.-French film talks are expected to be of an exploratory

(*Continued on page 3*)

Spanish Market Heads MPEA Agenda for Today

A status report on the Spanish film market plus a discussion on participation in overseas film festivals highlight the agenda of today's meeting of the board of directors of the Motion Picture Export Association.

The MPEA board will be informed of progress being made in Spain by

(*Continued on page 3*)

Stellings to Speak At Ala.-Ga. Meeting

Special to THE DAILY

ATLANTA, June 10. – Ernest G. Stellings, president of Theatre Owners of America, will deliver the keynote address at the annual convention of the Alabama Theatre Association and Motion Picture Theatre Owners and Operators of Georgia here

(*Continued on page 2*)

TRADEWISE
on page 2

Television Today
on page 6

Mexico's Churubusco Studio Still Operates; Close Down Government-Run Clasa Instead

Special to THE DAILY

MEXICO CITY, June 10–The Churubusco Studio is still in operation here following an agreement by government officials that it should not be closed down. The board of the large motion picture studio had previously decided to close it primarily because of a financial deficit of $920,000 accumulated since it began operations in 1946. The studio had also been threatened by a strike of the Picture Production Workers Union announced as a measure to protect the economic interest of its members employed at Churubusco.

Settlement of the case was announced by Congressman Jorge Ferretis, chairman of the National Cinematographic Board. He said the decision to keep Churubusco running was made by Angel Carvajal, Secretary of the Interior, which is the government's cinema department, and Labor Secretary Julio Santos Mateos. Their decision was based on closing down the government-run studio, Clasa, being razed to make way for a realty development.

Johnston Hits FCC Official Over 'Slur' on Film Morals

By J. A. OTTEN

WASHINGTON, June 10–Motion Picture Association president Eric Johnston today sharply criticized Federal Communications Commissioner John Doerfer for saying that television has forced the motion picture industry to "clean up" its films.

The Motion Picture Industry Code, Johnston said, was a pioneering, far-reaching document, with the television industry's own standards of practice lagging well behind. He pointed out that few TV licensees exercise any control over filmed material on their stations.

Doerfer was quoted in an International News Service interview over a month ago as saying that radio-TV programs were remarkably clean compared with motion pictures, and that because Hollywood producers know that television will not buy "shady" films, they're now cleaning up their pictures.

"This statement is not only historically inaccurate but it is a complete

(*Continued on page 6*)

Virginia Exhibitors Gather for Convention

Special to THE DAILY

OLD POINT COMFORT, Va., June 10.–Exhibitor delegates to the annual meeting of the Virginia Motion Picture Theatre Association began registration here today and enjoyed a number of social activities. The convention is being held at the Chamberlain Hotel through Thursday.

The first business will take place tomorrow at 4 P.M. when the board

(*Continued on page 2*)

Fla. Law Forbids Any New Municipal Taxes

From THE DAILY Bureau

WASHINGTON, June 10. – The Florida legislature has passed a law forbidding any new municipal admissions taxes, according to Manning Clagett, in charge of the Motion Picture Association's state legislative activities.

The legislature, which adjourned over the weekend, also continued the exemption of film rentals from the

(*Continued on page 3*)

Newspapers 'Unfair' in Film Coverage: ATONJ

The majority of the membership of Allied Theatre Owners of New Jersey feels that newspapers are not fair in their theatre and television policies, according to the current ATONJ Digest, which reports to the exhibitor group on results of its recent industry questionnaire.

The ATONJ survey, started last

(*Continued on page 3*)

On June 19

New Audience Awards Heads Compo Agenda

Advertising Directors Are Invited to Discuss Plans

Launching of the 1957 Audience Awards Campaign as one part of the Golden Jubilee business building program will be taken up by the executive committee of the Council of Motion Picture Organizations and its triumvirate at their meeting here on June 19, it was reported yesterday.

According to COMPO, all members of the executive committee are currently being asked for suggestions for an agenda for the meeting here next week. However, invitations have

(*Continued on page 3*)

Combined Sales Meet Slated by Buena Vista

Buena Vista will hold its second national sales convention, combined with its first internatonal sales convention, the week of August 26 at Walt Disney's Burbank Studio, Leo F. Samuels, general sales manager of

(*Continued on page 6*)

See FCC with Greatly Expanded Annual Budget

From THE DAILY Bureau

WASHINGTON, June 10 – The Federal Communications Commission seems certain to have a greatly expanded budget for the year starting July 1.

The Senate Appropriations Committee has gone along with House action to give the agency $8,300,000 for the coming year. This would be $650,000 below the amount requested, but would still be $472,000 above the $7,828,000 the agency has this year. The amount is even greater than it would seem because this year's appropriations included money for the special network study committee, which is supposed to go out of existence June 30.

PERSONAL MENTION

LACY W. KASTNER, president of Columbia Pictures International, left New York yesterday for Europe.

•

ARTHUR ISRAEL, Jr., assistant to BARNEY BALABAN, president of Paramount Pictures, was in Washington yesterday from New York.

•

ROBERT W. COYNE, special counsel for the Council of Motion Picture Organizations, and MRS. COYNE, are in Hamilton, N. Y., from here to attend the graduation of their son, ROBERT, Jr., from Colgate University.

•

MOREY GOLDSTEIN, Allied Artists vice-president and general sales manager, left here yesterday for Hollywood.

•

CHARLES BOASBERG, worldwide sales manager for Paramount's "The Ten Commandments," will leave here by plane tomorrow for Dallas.

•

NUNNALLY JOHNSON, writer-director-producer, returned to New York yesterday from Europe aboard the "Liberte."

•

DORIS KUCHMEISTER, secretary to ROGER H. LEWIS, United Artists director of advertising-publicity, has returned to New York from a Florida vacation.

•

CYD CHARISSE will return to the Coast tomorrow frrom New York.

•

MAX HERSCHMANN, Eastern sales manager for Filmack Trailer Co., is recuperating at his Long Island home following surgery at Far Rockaway Hospital.

•

DAVID SHAW, of Warwick Film Productions, Ltd., has arrived in New York from London via B.O.A.C.

•

MRS. AL KALLIS has given birth to a girl in Los Angeles. Father is advertising director of American International Pictures.

'Island' Heavily Dated

Following world premiere showing of Darryl F. Zanuck's "Island in the Sun" at the Roxy Theatre here and at the Chinese Theatre in Los Angeles this week, the 20th Century-Fox film will begin a series of 300 key city engagements in the first two weeks of release.

TRADEWISE

By ONLOOKER

JOE VOGEL has still to hold his "first" press conference as president of Loew's, regardless of what the trade papers call the luncheon meeting he presided over at the Plaza late last week. That was nothing more than a friendly get-together, unabashedly for the purpose of impressing industry consciousness a mite more with the upcoming "Raintree County." . . . The scribes present were not privileged to ask questions which might have produced headlines to dwarf those that the "Raintree" news might command. They were supposed to eat, drink and listen. Listen, that is, to talk of "Raintree." And if that constitutes a press conference, the term has achieved a new meaning, real sudden-like. . . . Nevertheless, it was a very pleasant gathering, and these lines will serve to put Vogel on record as having made a date for next spring to take the trade press reps on a junket to the MGM studio ("If we have even a 'good' year in 1957.") for a look at all the celluloid goodies he expects to be cooking by then. . . . Could be, though, he'll have trouble on such a visit keeping the boys away from the Culver City stages that Warners might be using then. . . . A freeloader showed up at the MGM luncheon. Although uninvited, he claimed he represented a show business paper and would start a Hollywood supplement shortly. His unintentional hosts, not wishing to create a stir, refrained from having him ejected.

ROBERT BENJAMIN, board chairman of United Artists, (as if you didn't know) was in Tel Aviv when other U. A. executives went to the Coast to have "The Pride and the Passion" screened for them. After looking at the multi-million dollar investment for the first time, they emerged from the projection room in high glee and cabled Benjamin: "Stop praying." . . . Communications Counselors, a toney public relations outfit with a Fifth Avenue address and this trade motto: "Truth Well Told," distributed a release to publications last week reporting that the General Federation of Women's Clubs had voted to oppose pay TV at its Asheville, N.C., convention last week. It seems such had been the intention of the committee in charge of the necessary resolution and the release was based, and issued in advance on that intent. But there was a last minute change in wording, only natural, whether the girls are in convention or not. The issue was straddled, leaving the p. r. outfit with its well-told untruth. . . . Even more unprofessional, C. C. never even bothered to follow up its error with a correction.

YOU MAY HAVE noticed, Universal Pictures' common advanced five points last week on a relatively small volume of trading, thereby puzzling a lot of peope who thought the insiders had heard that a big cash deal for the company's backlog had been set with TV, which isn't so at all. Not yet, anyhow. Main reason seems to be the scarcity of Universal common available for trading, now that Decca has picked up 80 per cent of the shares outstanding. Thus, when word circulated downtown that Universal's second quarter earnings will show a big improvement over last year, only a few buy orders had to be put in to wise up the traders to the fact that Universal shares aren't easily come by. Consequently, any demand at all means a mark-up in price. . . . The Decca buying has been off the market, directly from individual owners of large blocks, like the last one reported—several thousand shares from the Warburg Estate in Philadelphia. Thus the important volume of transactions goes unrecorded, insofar as the market is aware. . . . The rumored Brooklyn Dodgers-New York Giants' moves to the West Coast with the possibility of a Skiatron pay TV deal involved, brought Matty Fox more publicity in a week than he'd had in the previous 10 years. And he really tries to avoid it. N. Y. Post couldn't locate him for an interview, so did a full page article on him anyhow and dubbed it "Matty Fox—TV Mystery Man."

Virginia Mee

(*Continued from page* 1)

of directors holds a meeting. C
Wednesday morning the election
congressional district members an
board of directors will be hel
Speakers set for the opening sessio
Wednesday include Ernest Stelling
president of Theatre Owners
America; Julian Brylawski, TO
vice-president; and Milton Shap
president of Jerrold Electronics Cor

Stellings to Speak

(*Continued from page* 1)

on June 23-25 at the Dinkler Pla
Hotel.

The convention will also hear a ta
on cable telemovies by Milton Shap
of Jerrold Electronics; advertisin
and publicity forums conducted b
Charles Simonelli of Universal Pi
tures, and a speech by Albert Sin
linger.

Beg Pardon

The fact that "Value for Money
a release of the Rank Film Distrib
tors of America, was photographe
in color by Technicolor was inadve
tently omitted from a review of th
film in MOTION PICTURE DAILY ye
terday.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center
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IN
"DESIGNING WOMAN"
In CinemaScope and METROCOLOR
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Newspapers

(*Continued from page 1*)

ll, was answered by 90 per cent of ll members. It dealt with theatre dmissions, exhibitors viewpoints on op films and stars, newspapers, trailrs, advertising, trade papers, cometition from other entertainment, elevision, conventions, and refreshents.

95 Per Cent See Unfairness

In reporting on newspapers, the TONJ Digest stated: "95 per cent eel that newspapers are not fair in heir theatre vs. television policy. ifty per cent of New Jersey papers ave TV on the same page and 65 er cent give TV time schedules but ot theatre times. Only 40 per cent ave Sunday papers. Forty per cent eel the day before opening is the est day to advertise and 60 per cent he day of opening."

SDG Reelects Sidney; Mamoulian Vice-Pres.

From THE DAILY Bureau

HOLLYWOOD, June 10. – The creen Directors Guild, at its annual embership meeting, has reelected eorge Sidney president for the sevnth consecutive term and has elected ouben Mamoulian first vice-presient, George Stevens, second viceresident, Leslie Selander treasurer nd John Sturges secretary. Also lected were eight members to twoear terms on the board of directors.

At the meeting, held in the SDG uilding, the guild presented its first nnual award for the best direction of foreign language film to Fedrico ellini for "La Strada," and conferred ife membership on Donald Crisp.

Wilcox Here to Talk Distribution for Two

Distribution plans for two Herert Wilcox productions will be set ere this week in conferences beween the British producer-director nd American distributor organizaions. Wilcox, who arrived in the U.S. yesterday from Europe, is disussing the release of "Yangtse Inident" and "These Dangerous Years" with Distributors Corp. of America. He also is seeking acting talent for forthcoming films which he proposes to produce.

Legion 'C' to 'Miller'

The National Legion of Decency announced yesterday it has placed the Italian film, "The Miller's Beautiful Wife," in its Class C or "condemned" category. It listed these objections: "The virtue of purity throughout this film is ridiculed by reason of an unmitigated emphasis on illicit love, suggestive costuming, dialogue, and situations. Light treatment of marriage." The picture is being distributed in this country by the Distributors Corp. of America.

To Weigh Audience Awards

(*Continued from page 1*)

been sent by COMPO's Robert W. Coyne to a number of advertising and publicity directors, among them being Roger H. Lewis, national director of advertising and publicity for United Artists, who is chairman of the Motion Picture Association of America's advertising - publicity directors committee.

They have been requested to attend the COMPO meeting to discuss the awards – the second campaign since its inception in 1955.

Will Study Allied Reaffiliation

The agenda thus far suggested for the COMPO executive committee meeting proposes discussions on the status of the re-affiliation of Allied States Association with the industry group and clearing up of pending matters from the last meeting of the group.

It was also reported that the executive committee meeting may take up the matter of financing the industry business building campaign. The MPAA recently proposed $275,000 for launching the initial phases of the program through COMPO and MPAA facilities with the distributors matching exhibitor contributions dollar-for-dollar. The MPAA also set up a $100,000 budget to cover the procurement of East and West Coast supervisors for the business building campaign with these people responsible directly to the advertising-publicity group.

Methods Under Discussion

Lewis recently expressed concern over the delay in reaching accord on a method to collect exhibition dues for the patronage building plans. Ernest G. Stellings, president of TOA, and A. Montague, of Columbia Pictures, have been discussing proposals through which exhibitors would send in funds.

Order Continuance of WB Stockholder Suit

From THE DAILY Bureau

WASHINGTON, June 10. – The Supreme Court today ordered further lower court proceedings on a stockholder suit against Warner Brothers Pictures and various other groups.

The court, splitting five to four, reversed district and circuit court rulings throwing out the case because there was "no diversity of citizenship" between the parties. The majority ruled there was such diversity and that the case should be tried on its merits. It made no finding on the merits of the suit.

The suit was brought by Edward S. Birn, challenging a joint venture between Warner Brothers and U.S. Pictures, Inc., a firm owned by Milton Sperling, Harry Warner's son-in-law.

Mayor to See 'Prince'

Mayor Robert F. Wagner will head a contingent of New York civic leaders at the benefit world premiere of Warner Bros.' "The Prince and the Showgirl" at Radio City Music Hall Thursday. The premiere will aid the Free Milk Fund for Babies, Inc., which has reserved the entire first mezzanine for the 9 P.M. performance on opening day. Benefit ticketholders will also attend a champagne supper-dance at the Waldorf-Astoria Hotel.

'Tammy' Big in N. O.

Universal-International's "Tammy and the Bachelor" grossed $13,800 in the first four days of business of its world premiere engagement at the Joy Theatre in New Orleans, which is the "biggest" business for such a period in the history of the theatre, "topping all previous records by more than $1,500," U-I announced yesterday.

See French

(*Continued from page 1*)

nature initially as the current two-year agreement does not expire until June 30.

According to French officials, the government here will seek certain demands in the new agreement with the MPEA. The French policy at present is based upon reciprocity—that is to say that the French are prepared to grant extra visas to those countries making an effort to boost French films.

The French negotiations team will ask the MPEA just how far the U.S. is prepared to go in this direction, it was reported. It was pointed out additionally that there may be some difficulty on this issue as the U.S. is a "free market."

During the coming year, France will step up its film production with an eye toward increasing its foreign market.

Fla. Law Forbids

(*Continued from page 1*)

state sales and use taxes. Clagett said there were last-minute efforts to have an anti-checking bill introduced in the legislature, but that these were not successful and there was no action on any such measure.

The legislature is not scheduled to meet again until 1959.

Raives, Schine Booker

CLEVELAND, June 10. – Harold Raives, 55, chief booker and head of the local office for Schine's Ohio and Kentucky Theatres, died here of a heart attack yesterday. He had been with the Schine circuit 20 years, prior to which he had operated theatres with his father in New York City and upper New York State. Funeral services will be held Tuesday at Daniel's Funeral Home in Lakewood, Ohio.

Pledges Appeal Of AFM Suits

Special to THE DAILY

DENVER, June 10–Henry Kaiser, attorney for the American Federation of Musicians, at its convention which opened here today, deprecated the importance of the suits filed against the AFM. He declared that these suits, which ask damages of $18,000,000 would be appealed to the U. S. Supreme Court if they cannot be resolved by state tribunals in a manner satisfactory to the AFM.

Caesar P. Petrillo, president, in his address which opened the convention, expressed confidence regarding the Los Angeles situation and paid tribute to Eliot Daniels, new president, for that official's expressed determination to work within the framework of the international organization.

Jack Bright, executive secretary of the American Guild of Variety Artists, declared that his union would work hand in hand, not only with the musicians' union but also with other groups in the amusements field.

The convention will end on Friday.

Spanish Market

(*Continued from page 1*)

overseas representative Charles Baldwin and will take up problems relating to film festivals in Berlin, San Sebastian, Karlong-Bary, Venice and Brussels.

Also on the agenda today is a report from vice-president Griffith Johnson on the European Common Market. Other matters scheduled include the Philippines situations; a report on the labor problem in Mexico, administrative matters in Yugoslavia and Italy, the New Zealand film board constitution, and revision in the master license formula for license divisions.

Coast-Worker Pay Off

HOLLYWOOD, June 10.–Weekly earnings of craft workers in production averaged $120.43 during April, down from $128.84 in March, according to the monthly report of the State Department of Industrial Relations. The April work-week averaged 37.9 hours, down from 40.1 in March.

Rowley Speech Slated

JACKSON, Miss., June 10–John H. Rowley, in his dual capacity as chief barker of Variety Clubs International, and president of Rowley United Theatres, will be the featured speaker at the convention of Mississippi Theatre Owners Association, to be held here on June 25.

ITOO to Meet Dec. 3-4

COLUMBUS, O., June 10. – The state convention of the Independent Theatre Owners of Ohio will be held Dec. 3 and 4 at the Fort Hayes Hotel here, it has been announced by Robert Wile, ITOO secretary.

Elvis...MODERN

The one and only Elvis (and in TECHNICOLOR® for the first time)—plus two more big stars and a young star sensation, Dolores Hart (who has exactly what Elvis wants).

It's big musical entertainment and more . . . it's a tempestuous story of three loves and the drama of a fiery guy who sings up a storm, fighting his way to the top of show business.

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SEVEN
SONGS
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SINGS MAKE
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FIELD DAY...

"LOVING YOU"
"HOT DOG"
"LONESOME COWBOY"
"LET ME BE YOUR TEDDY BEAR"
"GOT A LOT OF LOVING TO DO"
"MEAN-WOMAN BLUES"
"LET'S HAVE A PARTY"

PARAMOUNT PRESENTS

ELVIS PRESLEY
LIZABETH SCOTT
WENDELL COREY
in
Loving You

A HAL WALLIS
PRODUCTION

Directed by
HAL KANTER · Screenplay by
HERBERT BAKER and HAL KANTER
From a Story by Mary Agnes Thompson

TECHNICOLOR®

REVIEW:

The Midnight Story

Universal—CinemaScope

"THE MIDNIGHT STORY" operates within a conventional format for mystery films, but it does so with skill quite beyond the ordinary—thanks to a strong and engrossing story. The name of its star, Tony Curtis, will help immensely to sell it, and Marisa Pavan and Gilbert Roland are exceptional cast assets, too.

Like all good mystery stories should, this one deals with a murder, and the victim in this case is a kindly priest, who apparently had no enemies in the world. Curtis plays a policeman whom the priest had befriended in his orphaned childhood, and he leaves the force in order to track the killer down on his own. His only suspect is Roland, whose confidence and friendship he wins to the extent of inveigling the latter to invite him to live in his home, along with his mother (Argentina Brunetti), cousin (Miss Pavan) and younger brother (Richard Monda).

From that point on the question of whether Roland is a murderer is ingeniously bounced back and forth by the writers, John Robinson and Edwin Blum. First it looks as if Roland is innocent; then guilty; then innocent again. The final outcome, which is kept in doubt right up to the end, should not be given away in a review.

But far beyond such technical trickery the writers have achieved something more difficult—the creation of genuine characters as opposed to mere stereotypes. The romance that develops between Curtis and Miss Pavan is real and affecting, and the friendship that grows between him and Roland has solidity, too. Indeed all the family relationships in this picture also ring true; audiences everywhere will recognize and be able to identify with them.

Furthermore, the acting—particularly that of Roland and Miss Pavan—is first-rate throughout. And Joseph Pevney, in his direction, has sustained suspense and established character equally well.

This picture, which Robert Arthur produced, is in CinemaScope and black-and-white, with the latter especially effective for the theme.

Running time, 89 minutes. General classification. Release, in August.

RICHARD GERTNER

Buena Vista

(Continued from page 1)

Buena Vista, announced here yesterday.

The convention, termed a delegate's conference rather than an administrative one, will be largely in the hand of Buena Vista district managers and sales personnel. The format was arrived at to give the attending delegates the greatest opportunity to discuss activities in their individual districts and to present a collective survey of the national situation, it was explained.

All of the delegates will view and discuss the extensive production schedule of forthcoming Disney major productions, including "Perri," "Old Yeller," "The Light in the Forest," "Sleeping Beauty," and a program of special short subjects.

Sullivan Boosts 'Joan'

Television star Ed Sullivan has recorded a series of spot announcements for Otto Preminger's "Saint Joan," which will be broadcast over 96 stations across the country. The picture will have its American premiere in Marshalltown, Iowa, home state of Jean Seberg, the star, on June 25 at the RKO Orpheum Theatre.

Screen Gems in Multiple Deal with TV Stations

The first important association in the creation, production and distribution of first-run syndicated programs involving Screen Gems and a number of TV stations throughout the country was announced yesterday by Jerry Hyams, director of syndication for Screen Gems. The stations include KTTV, Los Angeles; WPIX, New York; KDKA-TV, Pittsburgh; WBZ-TV, Boston; KPIX, San Francisco, and KYW-TV, Cleveland.

The stations are associated with Screen Gems as co-investors in the production and distribution of the new half-hour series, "Casey Jones," starring Alan Hale and Bobby Clark. Produced by Briskin Productions, Inc. the budget will equal any of Screen Gems' most important nationally telecast programs and far exceeds the average first-run syndication film program cost, it was announced.

The participating stations will make an investment in the production costs and will share income with Screen Gems. Also, the series has been leased by these stations on the conventional rental basis and is immediately available for regional sale for a fall premiere all over the country, according to Screen Gems.

Television Today

Johnston Hits

(Continued from page 1)

distortion of current facts," Johnston said in a letter to Doerfer. Copies were sent to House Commerce Committee chairman Harris (D., Ark.) and Senate Commerce Committee chairman Magnuson (D., Wash.).

"The fact is," Johnston continued, "that the television code has little or nothing to do with the program content of movies made specially for television viewing and nothing at all to do with the program content of feature films shown on television. As you know, such feature films represent probably about 70 per cent of film product on television.

"The fact is that very few TV licensees have the facilities, the time, or the desire to pre-screen their filmed product before broadcasting, or actually do so. In the case of motion picture feature films, they rely on the reputation and integrity of the syndicator of the film. Far more importantly they rely on the fact that such American-made films, before their original release to theatres, received a Production Code Seal of Approval."

Cites Careful Check Since 1930

Johnston pointed out that the Motion Picture Production Code, operating since 1930, checks in advance the story, script, individual scenes and completed picture, and does not grant a seal to any film not conforming to code standards.

"The fact is," he continued "the television code is patterned after our own Motion Picture Code. But whereas the Motion Picture Code has effective enforcement machinery, there is no enforcement machinery so far as program content is concerned for television filmed material."

The TV code denies a code seal to TV licensees who violate various advertising and commercial injunctions of the code, Johnston said, but "this has nothing to do with program content. As a practical matter, it is a rare television licensee who exercises any control over program content of filmed material he broadcasts."

Refutes 'Bigotry' Charge

The MPAA head also quarreled with Doerfer's statement that TV is lessening racial and religious prejudice by banning snide references to minority groups, "in sharp contrast to the movies of 10 or 20 years ago." Johnston said he did not believe Doerfer could not mean that the motion pictures of ten or 20 years ago fostered, promoted or condoned bigotry, and that actually the motion pictures were among the first mass cultural media, if not the first, to promote and build up racial and religious understanding. "Our industry is rightly proud of this magnificent record and can only resent unfounded slurs upon it," Johnston wrote.

Who's Where

Promotions of **William Seaman** t production manager and of **Thoma P. Vito** to program service manage for the ABC Television Network Program Department were announce by **J. English Smith,** manager of th department.

□

Michael Burke has been appointe director of network programs, England, for CBS Television it was announced by **Hubbell Robinson, Jr.** executive vice-president.

□

Don Medford has been name senior director for the live productions of "Crisis," NBC's new suspense-mystery drama series, whic will start on the network Sept. 30

U.S. Films Occupy 14% Of U.K. Commercial TV

From THE DAILY Bureau

WASHINGTON, June 10. — Th British commercial television syste spends nearly 1,000,000 pounds a yea on American filmed programs, an American film program material constitutes about 14 per cent of the tota running time of the British commercial system.

These figures were reported toda by Motion Picture Association president Eric Johnston. He said the government-owned BBC was also a substantial buyer of American-produce filmed programs. Of course, he added, American television licensee spend nearly 2,000,000 pounds a yea on British-made film and program material.

Lowell Thomas Signs For CBS Television

Lowell Thomas, radio news personality, world traveler, and Cinerama producer and narrator, will sta in a television adventure series i was announced jointly at the weekend by General Motors officials and Merle S. Jones, CBS Television president. The series, sponsored by Delco Batteries, his radio sponsor, will consist of seven hour long programs in color. They will be made in such locations as New Guinea, Nepal, the Antarctic, the South Sea Islands and Mexico.

Set New 'Cochise' Deal

Harold Goldman, vice-president in charge of sales for National Telefilm Associates, Inc., has announced completion of a deal between NTA and Desilu Productions for the filming of an additional 39 shows of "Sheriff of Cochise" for television presentation. The new shows will go into production at Desilu studios the latter part of this month.

something ***NEW*** in the Industry!

Let these showmanship-packed trailers take your theatre patrons behind-the-scenes for the making of an important picture--and make yourself a show-packed audience!

Otto Preminger, producer of United Artists' "Saint Joan," had the foresight and initiative to assign a special camera crew to photograph the making of this picture from its earliest planning stages to final editing.

From this fascinating footage comes a new concept in trailers. A series of six trailers entitled, "The Making of a Movie" has been prepared and treats your patrons to intimate, behind-the-scenes glimpses of the widespread search for an unknown to play the title role and the winning audition which prompted Mr. Preminger to select Jean Seberg as the Maid of Orleans.

Your audience will witness the inside story of research and rehearsals; of casting, costuming and cutting; of make-up and musical scoring; of sets, location scenes and actual shooting and all the other interesting production details that make up an important motion picture.

The Prize Baby is proud to distribute this entire entertainment-laden package of six trailers for the price exhibitors ordinarily pay for a single standard trailer!

If you are booking "Saint Joan," you have a stake in playing "The Making of a Movie". It's been made to sell the Maid!

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

BOOK *Columbia's* DOUBLE-HEADER THAT'S MAD
FOR YOUR BIGGEST B. O. PATRON—THE TEENAGE

AVAILABLE...FOR
VACATION DAYS!

"*Mineo's Magnificent!*"

—**HY GARDNER,** *Nationally Syndicated Columnist*

THE SCREEN'S
MOST DYNAMIC
TEEN-AGE STAR
IN THE MOST POWERFUL
TEEN-AGE DRAMA
OF ALL!

SAL MINEO · JAMES WHITMORE
J. CARROL NAISH

SAL'S MOST SENSATIONAL ROLE
SINCE "GIANT" AND "REBEL WITHOUT A CAUSE!"

THE YOUNG DON'T CRY

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 81, NO. 113 NEW YORK, U.S.A., WEDNESDAY, JUNE 12, 1957 TEN CENTS

Reports Revived

Screen Gems Said to Lease 500 'U' Films

Package Would Be Split For Syndication Sales

Reports were revived here yesterday that Universal Pictures and Screen Gems have completed negotiations for leasing of the Universal pre-1948 film library by the Columbia Pictures television subsidiary for television distribution and exhibition, commencing this fall.

According to one report, the film company has leased its backlog, said to be over 500 films, to Screen Gems under a seven-year agreement in which Universal would receive $18,000,000 over a 10-year period.

The huge package of Universal

(*Continued on page 2*)

Penna. Senators Agree On Revised Censor Bill

Special to THE DAILY

PHILADELPHIA, June 11.—An amended bill, revised by the State Department of Justice to be constitutionally correct, has been agreed upon by Senate Democrats and Republicans to restore motion picture censorship in Pennsylvania. The

(*Continued on page 4*)

MPRC Has New Book, Meter for Projectionist

From THE DAILY Bureau

HOLLYWOOD, June 11 — A 50-page booklet combining informational bulletins on a wide number of subjects, for use by theatre projectionists, has been completed by the Motion Picture Research Council and

(*Continued on page 4*)

Television Today Page 5

Say Percentage Selling Not Affected

See No Bar to Continued Checking In Texas, Arkansas Statutes

As the South Carolina legislature nears adjournment with virtually no chance of the anti-blind checking bill there being passed, distribution sources said yesterday they knew of no plans to challenge the checking statutes enacted by Texas and Arkansas.

In fact, the distribution sources evidenced little concern over the measures in the two states while expressing the opinion that neither would halt blind checking or even interfere with it.

As one distribution attorney put it,

(*Continued on page 4*)

Set Minimum Wage Study

Special to THE DAILY

ALBANY, N. Y., June 11.—A minimum wage board to study and recommend rates in the amusement and recreation industry—now covered by an order effective April 21, 1951—is slated for appointment by State Industrial Commissioner Isador Lubin within ten days.

The board, comprising representatives of management, labor and the public, will hold public hearings, possibly during summer and the early fall. It will meet with commissioner Lubin for organization purposes and

(*Continued on page 4*)

Meet Monday on East Business Building Head

The advertising and publicity directors committee of the Motion Picture Association of America will meet here on Monday to discuss the selection of a head for the Eastern operation for the industry business building campaign and to discuss the entire pro-

(*Continued on page 4*)

N. J. Allied Renames Stern, Other Officers

Sidney Stern

The membership of Allied Theatre Owners of New Jersey, at a meeting held here yesterday, re-elected president Sidney Stern and other officers to head the regional exhibitor association for the coming year.

Re-elected were Howard Herman, North Jersey vice-president; John Harwan, South Jersey vice-president; A. Louis Martin, treasurer; Richard

(*Continued on page 4*)

Sees 'No Occasion to Take Offense'

Doerfer Tells Johnston TV Code Requires Editing, Cutting of Films

From THE DAILY Bureau

WASHINGTON, June 11 — Federal Communications Commissioner John Doerfer today picked up the gauntlet thrown yesterday by Eric Johnston, president of the Motion Picture Association of America. Doerfer chided Johnston for taking umbrage at statements the FCC commissioner made in a newspaper interview to the effect that "movies are automatically being cleaned up for the living room" because television won't buy offensive films.

At the same time, Doerfer stuck to his position, declaring that many old films are rejected for television broadcasting and many complaints about crime and violence on television shows are based on the broadcasting of old motion picture films.

Johnston wrote to Doerfer yesterday declaring that Doerfer's state-

(*Continued on page 5*)

By Thurmond

Bill to Outlaw Pay Television Is Introduced

Says It Would Mean 'New Tax' on Americans

By J. A. OTTEN

WASHINGTON, June 11 — Sen. Thurmond (D., S.C.), today called on Congress to ban toll television as amounting to a "new tax" on the American people.

Thurmond, a member of the Senate Commerce Committee which handles broadcast legislation, introduced a bill to ban pay television systems.

"For some time I have been considering this matter," he announced, "and I have come to the conclusion that the result of permitting pay

(*Continued on page 5*)

Hollywood Film Council Backs Subscription TV

From THE DAILY Bureau

HOLLYWOOD, June 11 — The entire Hollywood motion picture production labor force today plumped for subscription television and took the first step toward lining up labor support for it in the nation.

Labor's position was stoutly expressed in a resolution adopted by

(*Continued on page 5*)

Loew's Theatres To Seek New Operation in Miami

From THE DAILY Bureau

WASHINGTON, June 11—Loew's Theatres will shortly petition the New York District Court for permission to acquire a new 1,200-seat theatre in the motel section just north of Miami Beach, Fla.

Justice Department officials said they expected a hearing on the petition in early July. The theatre will be part of a new shopping center being constructed between 169 and 170 Streets and Collins Avenue. The center will have parking for 500 cars.

PERSONAL MENTION

MAX FELLERMAN, Lopert Films vice-president and general manager, will leave here today for Europe.

•

THOMAS F. O'NEIL, president of RKO Teleradio Pictures, and WALTER BRANSON, RKO Radio vice-president in charge of worldwide sales, will return to New York today from Europe.

•

MIKE SIMONS, M-G-M director of customer relations, is in Old Point Comfort, Va., from New York.

•

OTTO PREMINGER, producer of "Saint Joan," and JEAN SEBERG, who has the title role, will arrive in New York today, the former from Europe, the latter from Hollywood.

•

W. S. TOWER, Jr., managing director of Westrex Company, Ltd., has arrived in New York from London.

•

MORRIS GOODMAN, sales manager of Columbia Pictures International, will leave here today for Mexico City.

•

PAUL W. FASSNACHT, manager of the Hollywood plant of Technicolor, is in New York from the Coast.

•

WILLIAM F. KELLEY, secretary-treasurer of Motion Picture Research Council, has returned to Hollywood from New York.

•

MUNIO PODHORZER, president of United German Film Enterprises, will leave New York on Sunday for an extended trip through Europe.

Fox Pulling All Stops For 'Island' Premiere

Leading radio and television commentators, as well as the local and international press, will report tonight's premiere of Darryl F. Zanuck's "Island in the Sun," to be held at the Roxy Theatre here.

Prominent personalities arriving for the showing of the 20th Century-Fox CinemaScope release will be interviewed by Tex and Jinx for their NBC video program. Highlights of the affair will be photographed by Movietonews cameramen for servicing to more than 100 televison outlets in the U. S. and Canada.

Robert Rossen, who directed the film, will head a large roster of celebrities from all areas of the entertainment world.

Home office employees of Columbia Pictures and Screen Gems here have donated an instrument sterilizer for use in the laboratory at the Will Rogers Memorial Hospital in memory of the late Jack Cohn, co-founder and long time executive vice-president of the company. The equipment was presented to Abe Montague, president of the hospital and vice-president of Columbia, in a ceremony by Lilliam Stark of the Columbia print department (far left above). Montague is showing a picture of the sterilizer to Mrs. Jeanette Cohn, widow of Jack Cohn. At right are Ralph Cohn, son of Jack and vice-president of Screen Gems, and A. Schneider, first vice-president and treasurer of Columbia.

Name Platt, Lustgarten B & K Vice-Presidents

From THE DAILY Bureau

CHICAGO, June 11. – Nathan M. Platt and Harry Lustgarten have been appointed vice-presidents of Balaban and Katz Theatres, it was announced by David B. Wallerstein, president.

Arthur Goldberg, previously appointed a vice-president, continues in that capacity. Platt is in charge of operation of all theatres in the city and its suburbs. Lustgarten heads the film buying department.

'Joan' Here June 26

Otto Preminger's production of Bernard Shaw's "Saint Joan" will have its New York premiere at the Victoria Theatre on Broadway on June 26, it was announced yesterday by William J. Heineman, United Artists vice-president in charge of distribution. Meanwhile, it was reported in Cork, Ireland, that the film has been honored at the International Film Festival there with the Silver Selection Award.

Johnston Gets Degree

MIDDLEBURY, Vt., June 11.— Eric Johnston, president of the Motion Picture Association of America, yesterday received the honorary degree of Doctor of Laws from Middlebury College here. He spoke at the commencement.

Big L. A. Promotion Scheduled for 'Pride'

United Artists will back the Los Angeles premiere of Stanley Kramer's "The Pride and the Passion" with a $100,000 promotion for its opening at the Fox Wilshire late this month.

The expenditure covers advertising in newspapers, on television and radio. The TV program will inaugurate the use of spots in color, said to be the first ever employed for a motion picture.

The Wilshire, flagship house of the National Theatres circuit, will undergo extensive refurnishing for the special extended engagement of the Kramer film.

N. A. Thompson, 87

Nathaniel A. Thompson, sales comptroller for United Artists until his retirement in 1942, and prior to that with the old Selznick and First National companies, will be buried tomorrow at Boonville Mo. Thompson, who was 87, died at his Bronxville, N. Y., home last Saturday.

Gold, Sachson Co.

Monroe Sachson, producer, and Mel Gold of Mel Gold Productions, have formed a new film producing firm with headquarters here. Negotiations are about to be completed whereby the new company will acquire two properties.

500 'U' Films

(*Continued from page* 1)

films would be split into blocks for syndication sales across the country it was reported.

Officials at Screen Gems would not deny or confirm the report. One representative said that John Mitchell, vice-president in charge of sales, has been conferring with Milton Rackmil, Universal president, on the library acquisition. Another Screen Gems official, taking a more positive viewpoint, said that "under the agreement we have on the Universal library, the film company is to make the announcement."

Denial from 'U' Officials

Universal executives denied the report that a deal had been closed. One official said that "we are talking to Screen Gems about the library as well as with other companies. We have no deal."

Screen Gems, wholly owned by Columbia Pictures, currently has 195 Columbia features for release to television. It also has product which has been acquired under a consolidation with Hygo Television, a TV film distribution outlet which purchased old Columbia product.

Paramount Would Still Be Holdout

If Universal completes a deal, it will leave Paramount Pictures as the sole major company which has not sold its pre-1948 film library or portions thereof to television.

Nizer Dinner in Oct.

The testimonial dinner planned for Louis Nizer, industry attorney, on behalf of Yeshiva University has been postponed from this month to Oct. 24. It will be held at the Sheraton Astor Hotel here.

'Angels' Bows July 10

The world premiere of Warner Bros.' "Band of Angels" will be held Wednesday, July 10, at the New York Paramount Theatre.

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BINGO!

	14	87	72	39
31		5	23	61
99	7		11	3
4	28	15		91
81	33	44	7	

M-G-M presents A SOL C. SIEGEL PRODUCTION
Starring
BING CROSBY
In
"MAN ON FIRE"
Co-Starring
INGER STEVENS · MARY FICKETT · E. G. MARSHALL
With MALCOLM BRODRICK · RICHARD EASTHAM
Screen Play by RANALD MacDOUGALL
Based on a Story by MALVIN WALD and JACK JACOBS
Directed by RANALD MacDOUGALL

BRAVO!

"Excellent! This looks like another winner for Crosby and producer Siegel." —SHOWMEN'S TRADE REVIEW

"Easily one of the Year's Best Pictures. A real story about real people." —HOLLYWOOD REPORTER

"A picture with heart and charm. Never have tears and laughter been so wonderfully blended." —BOXOFFICE

"Producer Sol C. Siegel has delivered another fine production particularly appealing to women." —DAILY (Coast) VARIETY

"High rating! Hard hitting! Adds up to box-office! Sneak preview audience had a wonderful time." —M. P. EXHIBITOR

"Warm, winning entertainment... Crosby can take bows." —FILM BULLETIN

REVIEW:

The Burglar

Columbia

Norwich, Conn. June 11

A rather unusual study of a criminal's beginnings, his training and sudden demise, this Louis W Kellman production, ably directed by Paul Wendkos, is geared for adult audiences because of the unfortunate stress on mature situations.

The cast is first-rate. Dan Duryea, missing of late from the large-screen element in favor of TV assignments, is the top name, pressed closely for acting honors by Jayne Mansfield and Martha Vickers.

David Goodis' screenplay was adapted from his novel of the same name and has to do with an orphan trained to burglarize by the man who provided room-and-board. Grown to adulthood, still plying his precarious trade, the main figure goes to his death, attempting to protect his mentor's daughter. An unscrupulous police officer proves his undoing.

At times, this story has stretches of dramatic impact that are obliterated by the writer's incongruous efforts to provoke audience sympathy for a misguided youth grown to voting age still oblivious to complete understanding of the Golden Rule. Duryea's competency overshadows such superficiality with admirable restraint.

Running time, 90 minutes. Adult classification. Release, in June.

A M. W.

Checking in Texas, Arkansas

(Continued from page 1)

"Neither the Texas nor Arkansas law prohibits blind checking. The effect of both measures is to prevent distributors from using evidence of exhibitor dishonesty obtained by blind checking in suits for recovery if the exhibitor concerned has not been informed within three days that his theatre was checked."

Thus, he continued, it is apparent "that checking is not prohibited by either law. Use of the information obtained is restricted when a distributor finds it necessary to bring an action for recovery against an exhibitor whose records are found to be irregular and who refuses to make the indicated settlement with the distributor.

'Great Majority' Are Honest

"However," he said, "in our experience we have not found many such exhibitors. The great majority are honest. Some are victims of unscrupulous employes of their own and some are involved in readily explainable mistakes. The latter inevitably are willing to make whatever settlement is indicated when the discrepancies come to their attention.

"Only the rare exhibitor deliberately cheats and, having been found out by means of the blind check, flatly refuses to correct the discrepancies shown or listen to out-of-court settlement proposals. Consequently, of late, very few cases growing out of blind checking actually have reached court. We do not expect the number to increase in Texas and Arkansas because of the new statutes.

"I know of no distributor plan to test the constitutionality of the laws. I don't think they are to be taken that seriously at this stage. If our company found it necessary to bring suit for recovery against a Texas or Arkansas exhibitor over a false return uncovered by a blind check, and our evidence was barred in court under the statute, we very probably would appeal and in that process the constitutionality of the statute would be put to test, but I don't think we would go to the expense of initiating a special, test action."

Result Is Approximation

Other distributor spokesmen questioned the significance of the statute's requirement that a "report" of a checking be made to the exhibitor. They contended that no formal "reports" are filed by checkers, that the latter merely purchase a ticket from time to time at a theatre being checked and the distributor draws his own deductions on the basis of what the purchased tickets may reveal.

All exhibitor spokesmen disclaimed any idea of selling "flat" to avoid involvement with the Texas or Arkansas statutes.

So far as is known, no anti-blind checking bill is pending in any legislature now in session other than South Carolina.

MPRC's New Book

(Continued from page 1)

can be obtained by addressing a letter to the council at 6660 Santa Monica Boulevard, Hollywood 38, council executive director William F. Kelley has announced.

Kelley also announced the completion of development of an inexpensive and accurate screen-brightness meter which can be operated without special training, enabling exhibitors to check screen brightness regularly.

THERE IS STILL TIME
TO ENTER
The
6th Annual Film Industry
GOLF
TOURNAMENT
TOMORROW
Call LO 5-4566
To Make A Reservation

N. J. Allied

(Continued from page 1)

Turtletaub, secretary; and Irving Dollinger, chairman of the board. Dollinger also represents Jersey Allied on the board of Allied States Association.

The ATONJ membership, besides electing officers, yesterday took up the matter of current clearance problems in the North Jersey area. Discussions centered around a move-up in runs by some drive-ins which are playing day-and-date with key 14-day runs.

S-W, Dudley Sign for New Cinerama Film

Stanley-Warner Corp. has completed negotiations with Dudley Pictures Corp. for the production of the next Cinerama film, "Cinerama—South Pacific," it was announced here yesterday. Negotiations for the production, which started in Hawaii yesterday, were handled by Nathaniel Lapkin, first vice-president of Stanley-Warner, and Carl Dudley, head of the production company.

It was reported that a budget of $2,000,000 has been set for the filming, which is expected to run for five months. The film will deal with the voyages of Captain Cook.

Jacques Kopfstein Dies; Was Industry Veteran

Funeral services will be held here at 2:30 today at Riverside Memorial Chapel for Jacques Kopfstein, 65, industry veteran, who died yesterday at Lenox Hill Hospital after a long illness.

Kopfstein, who most recently was with Associated Artists Productions, entered the motion picture industry in 1910 as a scenario writer with Biograph. He was later with Ivan Films and then formed Amusement Pictures Corp. Later he joined Power Pictures Corp.

In 1934 he formed Famous Authors Pictures Corp. and in 1936 organized Epictone Films. He joined Astor Pictures Corp. in New York as executive vice-president in 1941 and resigned in October, 1954, to become general sales manager and executive vice-president of Associated Artists.

Kopfstein was a trustees of AMPA, and a charter member of the Motion Picture Pioneers. He is survived by his wife, Essie.

Canada Dividend Set

MONTREAL, June 11. — United Amusement Corp., Quebec circuit, has declared a dividend of 25 cents on the Class A and Class B stock, payable June 15 to shareholders of record on May 31.

Ovation for Petrillo as AFM Reelects Officers

Special to THE DAILY

DENVER, June 11 — James C. Petrillo was given a standing ovation today on the occasion of his nomination and reelection without opposition for his 18th year as president of the American Federation of Musicians at the 60th annual convention here.

Other international officers also were reelected also without opposition.

Minimum Pay

(Continued from page 1)

will then adopt a schedule of operation.

The board's recommendations will be studied by Lubin before a new minimum wage schedule is promulgated. The various fields covered by minimum wage orders have been in the process of resurvey for the past year. In all where a study has been completed, wage increases have been set.

The present scale for motion picture theatres is: ushers, 55 cents an hour in New York City, Nassau and Westchester counties, and 50 cents elsewhere; cashiers, cleaners, porters and matrons, 75 cents hourly, over 50,000 population, 70 cents, from 10,000 to 50,000, 60 cents, under 10,000; door man and ticket takers, 70 cents, over 50,000, 65 cents, 10 to 50,000, 60 cents, under 10,000.

Meet Monday

(Continued from page 1)

gram. Group, chairmaned by Roger H. Lewis, national director of advertising, publicity and exploitation for United Artists, will also take up the radio test campaign, which is slated to commence late this month in Rochester and Denver, the sites initially selected.

Rodney Bush, exploitation director for 20th Century-Fox, returns to New York today from Rochester, where he has been setting up plans for the radio campaign. Herb Steiner, exploitation manager for Paramount Pictures, will leave here over the weekend for Denver to prepare the program in that city.

Penn. Senators

(Continued from page 1)

state's original law of 1915 was declared unconstitutional in 1956, acting on the U. S. Supreme Court decision.

The major provisions of the new bill would recreate a three-member State film censor board; specifically define such terms as "inciting to riot"; authorize disapproval of films in two categories—one for adults, the other for children under 18, and eliminate criminal penalties of the old law and substitute court injunction proceedings for enforcement.

Film Council Backs Toll-TV

(*Continued from page* 1)

he Hollywood AFL Film Council ollowing a report read at today's neeting by a committee "which has been studying all aspects of the matter for many months." The resolution, calling for the Federal Communications Commission to authorize public tests at the earliest possible moment, reads as follows:

"Whereas it appears possible that subscription television could revolutionize the entertainment industry, provide additional employment for tens of thousands of American workmen and give the public better entertainment, culture and education in the home than is possible with the present form of television supported solely by advertising; and

Says Public Is Denied Choice

"Whereas opponents of subscription television service are unwilling to give the public the opportunity to test and decide the merits of subscription television; and

"Whereas televising of old theatrical movies under the present system of television has reduced attendance at theatres and reduced employment technicians, craftsmen and artists in the making of motion pictures in this country; and

"Whereas it appears probable that subscription television service would greatly increase the number of new motion pictures produced in this country, thus increasing employment many fold; now, therefore, it is

"Resolved, that (1) the Hollywood AFL Film Council, composed of unions and guilds representing more than 24,000 employes in the Hollywood motion picture production industry, urges that widespread public tests of subscription television service be authorized by the FCC at the earliest possible moment, in order that the merits of pay television service without advertising may be analyzed and compared with television controlled by advertisers and networks and that decisions may be intelligently reached as to the effect on the national economy and on employment in the entertainment industry of a combination of both types of television services; (2) This resolution be presented to conventions of the California State Theatrical Federation and California Federation of Labor; (3) Copies of this resolution be sent immediately to all state labor bodies, central labor councils and international unions throughout United States."

Labor Opposition Expressed

Both the American Federation of Labor and Congress of Industrial Organizations have expressed opposition to subscription television.

Bill to Outlaw

(*Continued from page* 1)

television to be used generally would be the same as having Congress impose a new tax on the people of this country." He said the ultimate effect of pay TV would be to make TV set owners pay to see programs they now see free.

This might not happen right away, but it would be the ultimate result, he insisted. He said it was urgent that Congress act shortly, and cited such developments as the recent FCC announcement asking comments on test conditions, reports that pay TV arrangements figured in the transfer of the Dodgers and Giants to the West Coast, and "lobbying" by several pay TV proponents for authorization of the new service.

Thurmond said that if Congress permits the FCC to grant permission for large-scale tests of toll TV, "as the commission has decided it has the authority to do, then we must face the fact that it would be most difficult later to tell the experimenters who had spent millions of dollars" that there could not be permanent authorization of their systems.

If there were any assurance that toll TV would just supplement free TV, there would be no cause for concern, Thurmond said. But, he added, there is no such assurance and there can be none.

Congress should not interfere with the FCC on matters subject to scientific determination, Thurmond admitted. But toll TV, he said, is not a matter for scientific determination but rather a matter of public policy.

Chances are slim there will be any early action on the Thurmond Bill.

Doerfer to Johnston

(*Continued from page* 1)

ment was inaccurate and "a complete distortion of current facts."

Doerfer replied that Johnston had taken some of his statements out of the original context. Doerfer regretted, he said, that "a public statement to the effect that a television broadcaster's deletions or editing of some old films and agreements of the movie industry (at least part of it) to subscribe to a Code of Good Practice has been interpreted as an unfounded slur."

"That one industry performs its obligations under a television license to check a movie film before it is broadcast, is no occasion to take offense," Doerfer said. "Nonetheless the fact remains that some old movie films do not measure up to the modern enlightened and self-imposed standards found in today's Code of Good Practice."

There was no intention to disparage the film industry, Doerfer said. Nonetheless he continued, the fact remains that many old films have been clipped and edited before appearing on television, some producers of films recently subscribed to the television code, and "the economic rejection" of films made by television producers has stimulated a desire to abide by the code.

Television Today

Khrushchev Interview Sold in 31 Deals

The one-hour "Face the Nation" interview with Nikita Khrushchev seen on the CBS Television Network June 2 has been sold on a cost basis to 23 domestic stations and eight fortign stations or networks, Leslie T. Harris, vice-president and general manager of CBS Television Film Sales, Inc., has announced.

A new name added to the list of customers is the television station in East Germany, Deutscher Frensehfunk. The sale was made by Harris through the Russian embassy in Washington. Television authorities within Russia itself were not interested because Russian cameramen filmed the interview at the same time is was being filmed by CBS newsreel men, it was announced.

Other foreign sales were to the Canadian Broadcasting Corporation, to the Swedish Broadcasting Corporation in Stockholm, Sweden, to Associated Rediffusion in Great Britain, to CMQ in Havana, Cuba, XEW in Mexico City, and to Melbourne, Australia.

NBC Sat. A.M. Shows Are Sold Out 75%

NBC Television's three-hour block of Saturday morning and early afternoon programs is 75 per cent sold out thrrough the end of the year, it was announced by William R. Goodheart, Jr., vice-president, television network sales, for the National Broadcasting Company.

The three - hour period, from 10 A.M. to 1 P.M., EDT, is made up of four children's and two adult programs. The shows include "Howdy Doody," "The Gumby Show," "Fury," "Captain Gallant of the Foreign Legion," "True Story" and "Detective's Diary."

One Man's TViews

By Pinky Herman

AFTER 11 years in London where he was in charge of CBS News Service, Howard K. Smith will return to these shores and in October will join the net's Washington office where he'll be heard as a regular on Doug Edwards' nitely (7:00-7:15 P.M.) telecasts. Charles Collingwood will succeed Smith as CBS Chief of the London office. . . . Formerly staff producer at WOR and later at ABC, Larry Dorn, now head of his own production firm, has created a half-hour audience-participation telequiz, "1, 2, 3, Jackpot" with an unusual visual gimmick which has several top agencies bidding. . . . Mrs. Miryam Simpson, prexy of Masco Sound Systems has named Richard Ash executive assistant and Hank Leeds, director of advertising and sales promotion. Ash was formerly general manager of Blaine-Thompson Agency and Leeds has been with CBS as executive TV producer. . . . "CBStudio One" celebrates Air Force Week with Dick DeRoy's drama, "The Human Barrier," to be produced by Norman Felton and directed by Perry Lafferty July 29.

☆ ☆ ☆

Ely Landau

The almost overnight success of NTA's "Sheriff of Cochise" (jumped from 67 markets to 190 in about 6 months) has moved Prexy Ely Landau **to set a deal for the** filming late this month of 39 additional episodes at the Desilu Studios. John Bromfield, who is the star of the program, was a former star athlete at St. Mary's College and crack pistol shot. . . . Ernie Kovacs, whose novel about the television firmament, may soon be filmed, plans to direct the vehicle and the switch is this: E. K. wants Barry Shear, who directed the Kovacs NBComedies, to portray a "director" in the flicker. . . . Transfilm copped two "first prizes" yesterday at the 5th Annual VisuaPresentation Awards luncheon held at the Roosevelt Hotel. "Opportunities Unlimited" for Life Magazine and "An Opportunity for A New Career" for Fuller Brush Co. . . . Eastern Effects, Inc. has been meeting with remarkable success in the development of several TV spot commershills utilizing Eastman's new intermediate color process, which does away with the former time-consuming process of making three separate positives. The new process requires about the elapsed time as for black and white reprints and the cost likewise is lower.

in Mexico...in France...in Spain ...in England...Soon to show in theatres the world over!

NOW IN PRODUCTION

20th CENTURY-FOX PRESENTS

tyrone power
mel ferrer
ava gardner
errol flynn
eddie albert

IN DARRYL F. ZANUCK'S PRODUCTION OF
ERNEST HEMINGWAY'S

the sun also rises

CINEMASCOPE COLOR by DE LUXE

WITH
GREGORY RATOFF • JULIETTE GRECO
MARCEL DALIO • HENRY DANIELL
AND ROBERT EVANS

PRODUCED BY
DARRYL F. ZANUCK • DIRECTED BY
HENRY KING

SCREENPLAY BY
PETER VIERTEL
BASED ON THE NOVEL BY ERNEST HEMINGWAY

THE SUN ALSO RISES
ERNEST HEMINGWAY

in a year of achievement, nothing greater from 20th!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 81, NO. 114 NEW YORK, U.S.A., THURSDAY, JUNE 13, 1957 TEN CENTS

Up to $250,000

TOA Says SBA Opens Door to Mortgage Loan

Harling Makes Report on Washington Conferences

By LESTER DINOFF

The Small Business Administration has clarified its position and for the first time opened the doors to theatre owners to apply for mortgage loans in amounts up to $250,000 to mature in 10 years, in accordance with the rules and regulations of the SBA Act, according to Theatre Owners of America.

Philip F. Harling, chairman of the TOA committee on SBA, was in

(*Continued on page* 4)

MPA 'Not Worried' by USIA Competition

From THE DAILY Bureau

WASHINGTON, June 12. – The Motion Picture Association has assured Congress it is not worried about overseas competition from the U. S. Information Agency.

Congress included in the U.S.I.A. appropriations bill a provision barring the agency from competing with private film, press and other information

(*Continued on page* 6)

Commonwealth To Seek Kan. Telemovie Rights

Special to THE DAILY

KANSAS CITY, Mo., June 12–The city commission of Garden City, Kan., will be requested tomorrow by Commonwealth Theatres, with headquarters in Kansas City, for a franchise to operate a telemovie system. The move by Commonwealth is the first to be

(*Continued on page* 6)

Television Today Page 6

SBA Officials See Agency Relaxing Attitude on Loans to Theatres

By J. A. OTTEN

WASHINGTON, June 12–The Small Business Administration is in the process of relaxing its attitude on theatre loans, some key SBA officials believe.

They said the agency would not actually change any of its rules, but would be more lenient in applying those it has.

As important evidence of this changing attitude, they cited the still-unpublished fact that the agency has just reconsidered and approved a theatre loan application turned down some weeks ago. The agency has okayed a $32,000 modernization loan request from the Riviera Theatre of St. Paul, Neb. Several weeks ago, the agency rejected the theatre's application for a $36,000 loan, but now has approved a loan request only slightly scaled-down.

SBA officials said they thought the agency would take a similarly more sympathetic view toward future ap-

(*Continued on page* 4)

Toll TV Role in Ball Club Moves Seen House Subject

From THE DAILY Bureau

WASHINGTON, June 12 – The role of toll television in the switch of New York ball clubs to the West Coast will probably come up at House Judiciary Subcommittee hearings starting Monday.

The subcommittee, headed by Rep. Celler (D., N.Y.), is theoretically trying to determine whether baseball and other professional sports should be covered by the anti-trust laws. However, Celler is a firm opponent of toll TV, and subcommittee officials said they expected he would try to determine the extent to which toll TV arrangements figured in the decision of the Dodgers and Giants to move westward.

FCC Gets Court Order Against 4 TV Firms

An order requiring four television companies to show cause why they have refused to supply information requested under subpoena by the Federal Communications Commission was signed by Federal Judge Richard Levet in the U. S. District Court in New York yesterday.

The four companies, Screen Gems,

(*Continued on page* 6)

RCA Head Predicts 'Failure' for Pay-TV

From THE DAILY Bureau

HOLLYWOOD, June 12 – "Pay-TV will fail in its test period," John L. Burns, president of RCA, predicted here today in his first major press conference since taking office in March.

"The present system of free television is the most desirable form," he continued. "But if toll television should eventually show promise of success, then RCA naturally will get into it," he added.

Regarding color television, Burns

(*Continued on page* 6)

REVIEW:

Island in the Sun

20th-Fox—CinemaScope

A LUSH TROPICAL setting, ripe romance—four of them in fact—a cast rich with marquee names, production values and a story aimed with shrewdness at the vast audience which consumes slick magazine stories, practically guarantee this first Darryl Zanuck independent production a huge paying audience. And that is so even discounting, as some already have, the market in the American South—and it is by no means certain that will be so in more than a few areas.

For in the Zanuck tradition, the picture is controversial, or at least

(*Continued on page* 4)

TOA 'Thankful'

Distribution Aid to Small Theatres Cited

Stellings Tells Progress At Meeting in Virginia

Special to THE DAILY

OLD POINT COMFORT, Va., June 12–Ernest G. Stellings, president of Theatre Owners of America, has informed the distribution companies he and his organization are "thankful" for the companies' efforts in aiding "distressed" small town exhibitors, he said today in an address delivered here before the annual convention of the Virginia Theatre Owners Association.

Ernest Stellings

Stellings said that "TOA has been

(*Continued on page* 4)

Fords on 'Virginians' As Producer, Director

From THE DAILY Bureau

HOLLYWOOD, June 12 – Patrick Ford will produce and John Ford will direct "Young Virginians" for C. V. Whitney Pictures, Inc., in April, 1958, on a budget reported at $4,000,000, MOTION PICTURE DAILY learned today.

Patrick Ford currently is producing "Missouri Traveler" for CVW, which Warners will distribute.

AFM Defers Action on Pay, Conditions, Read

Special to THE DAILY

DENVER, June 12–The American Federation of Musicians today averted any quick action on wage scales and working conditions in the film industry as well as on the expulsion of Cecil Read from the Los Angeles union.

Also voted down was any move which might curb the authority of president James C. Petrillo.

PERSONAL MENTION

N. J. BLUMBERG, chairman of the board of Universal Pictures, returned to Hollywood yesterday from New York.

•

BUDDY ADLER, 20th Century-Fox executive producer, has arrived in New York from Hollywood.

•

FRANCISCO ROSSI, Latin - American supervisor for RKO Radio, left Panama yesterday for Buenos Aires.

•

LYNDA LYNCH, daughter of FRED LYNCH, Radio City Music Hall director of advertising-publicity, will be married here on Sept. 7 to EUGENE LYONS, stage and TV actor of Pittsburgh.

•

HALSEY RAINES, of the M-G-M publicity department, has returned to New York from a vacation in the South.

•

MORT MAGILL, branch manager for Buena Vista in Philadelphia, became a grandfather there with the birth of a girl to his daughter, MRS. JEROME ROSE.

•

LEROY BRAUER, Columbia Pictures managing director for Australia and New Zealand, was married in Sydney to JOY FLOWER, stage and TV actress.

•

MRS. SIDNEY ECKMAN, wife of the assistant branch manager for M-G-M in Washington, gave birth there this week to their second child.

'Island in the Sun' Has World Premiere Here

"Island in the Sun," Darryl F. Zanuck's first independent production for 20th Century-Fox release, had its world premiere at the Roxy Theatre here last night as the first major theatrical event of New York's Summer Festival.

An audience of entertainment personalities, diplomatic, social and civic figures and press representatives was on hand for the initial performance of the film. Robert Rossen, who directed it, headed the large roster of figures from all areas of showbusiness.

'Success' to State

Hecht, Hill and Lancaster's "Sweet Smell of Success" will have its world premiere here at Loew's State Theatre on Thursday, June 27.

Johnston Thanks FCC Official for Letter

From THE DAILY Bureau

WASHINGTON, June 12. – The Motion Picture Association has apparently decided to overlook continued criticism of the industry's film content by Federal Communications Commissioner John Doerfer.

A letter to Doerfer today from MPA president Eric Johnston said the industry "will note with great gratification your statement that you had no intention to disparage the American movie industry." The letter politely did not mention the fact that immediately after saying this, Doerfer had restated his earlier criticism.

Johnston's First Letter Monday

On Monday, Johnston wrote Doerfer, criticizing him sharply for saying that television had forced the motion picture industry to clean up its films. Yesterday Doerfer replied that he had not meant to disparage the industry, and was sorry his remarks had been taken as an unfair slur on the industry. However, Doerfer continued, it certainly was true that many films had proven unacceptable for TV viewing and that the desire to sell to TV was making many film producers clean up their films.

Today Johnston wrote back, taking note of the first part of Doerfer's answer, ignoring the last part. Today's letter made no mention of the fact that Doerfer had in reality substantially reaffirmed his initial charges.

Say Foreman Was Never 'Cooperative' Witness

From THE DAILY Bureau

WASHINGTON, June 12.–House Un-American Activities Committee chairman Walter (D., Pa.) said the committee had never characterized Carl Foreman, former writer-producer, as a "cooperative" witness.

Walter said he had seen a new release declaring that the committee had characterized Foreman in that fashion and had "cleared" Foreman. The facts are, Walter continued, that in September, 1951, Foreman had denied Communist Party membership as of that time but had invoked the Fifth Amendment as to alleged previous party membership.

In August, 1956, Foreman testified under oath before committee staff members, but this was not a formal hearing and was never released by the committee, Walter said. "The committee has at no time characterized Foreman as a 'cooperative' witness, nor does the committee grant 'clearance' to any witness, and has not done so specifically to Foreman," Walter stated.

Promotion-Backed 'Eve' Set for Wide Release

A highly specialized distribution and promotion program for 20th Century-Fox's "The Three Faces of Eve" was announced yesterday by Spyros P. Skouras, who stated that the company will seek to realize the production's fullest box-office potential in every stage of national release.

Addressing a meeting of sales, promotion and international executives at the home office, Skouras disclosed that the film will be opened initially here in the late summer and then will be carefully released across the country to take maximum advantage of a national promotional buildup via magazines, newspapers, radio and television.

Top Officials Attend

Participating in the home office meeting was Buddy Adler, executive in charge of production; W. C. Michel, executive vice-president; Murray Silverstone, president of 20th's International Corporation; Alex Harrison, general sales manager; Donald Henderson, secretary and treasurer, and Manny Silverstone, vice-president of the International Corp.

Also Eastern division manager Martin Moskowitz, Central-Canadian division manager Glenn Norris, Leslie F. Whelan, advertising-publicity director for the International Corp., Edward E. Sullivan, publicity director; Abe Goodman, Advertising director, and Rodney Bush, exploitation manager.

Wagner, Monroe Head 'Prince' Celebrities

Mayor Wagner and Marilyn Monroe will head the array of celebrities at the world premiere tonight of "The Prince and the Showgirl," starring Miss Monroe and Laurence Olivier, at Radio City Music Hall.

Notables from civic life, the entertainment field, business and politics will attend the 9 P.M. performance of the Warner Bros. release for the benefit of the Free Milk Fund for Babies, Inc., which has reserved the entire first mezzanine of the Music Hall. Mrs. William Randolph Hearst, founder and president of the Milk Fund, is chairman of the benefit, with Mrs. Robert F. Wagner, wife of the Mayor, as honorary chairman.

Following the premiere, the benefit ticket-holders will attend a champagne supper-dance in the grand ballroom of the Waldorf-Astoria Hotel.

Television and radio facilities will cover both the premiere and the post-premiere champagne supper-dance at the Waldorf. Reporting the event will be NBC, CBS, Mutual, "Voice of America" and 100 independent stations via Al Davidson's "Celebrity Showcase" radio program.

Plaza Shut, Film Coming; Seadler Tells It in Poesy

Si Seadler, M-G-M advertising man ager, has borrowed Orpheus' lyre t tell the very mundane story of a four day theatre closing. In verse which happily, rhymes and scans flawlessly a poster for the front of the Plaz Theatre here will inform the passerb of the distributor's forthcoming "Th Happy Road," to open June 21 fol lowing a gala premiere the night be fore for the benefit of the French Hos pital.

The idyl is framed in "balloons flowing from the ample mouths o workmen "lifting the Plaza's face."

MPEA Agrees to Use Al Egypt Import Licenses

The board of directors of the Mo tion Picture Export Association earl this week agreed to utilize Egyptia import licenses for all companies t which that government grants them according to an MPEA official.

Remittances to the MPEA membe companies will be based on existin exchange rates at the time of remit tance, it was said.

The MPEA this week also studie developments in the Philippines an discussed a report on the Spanis market. The directors also set up committee to study the Mexican la bor situation and its effect on the in dustry there.

Film Festivals Discussed

The foreign group took up certai problems concerning participation i foreign film festivals and approved budget for the Berlin Festival.

The MPEA was informed also tha vice-president Irving A. Maas, cur rently in Viet Nam, will leave ther tomorrow for India and he is due t return to New York before the end o this month.

AB-PT Dividends

The board of directors of America Broadcasting - Paramount Theatres Inc., announced yesterday that it ha declared dividends of 25 cents pe share on the outstanding preferre and 25 cents per share on the out standing common stock of the cor poration, payable July 20 to holder of record on June 28.

Form German Unit

R. Kretzschmar and I. Carro hav formed the Ring Film Corporation, new organization for the import an distribution of German motion pic tures in the U. S. and Canada. Th first group of films imported include 20, most of which are in color.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane. Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor: Floyd E. Stone Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincen Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns. Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixt Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, eac published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac. Fame Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign Single copies, 10c.

"THE

D.I.

RECEIVING EXCELLENT AUDIENCE COMMENTS AND RESPONSE IS GREAT. BIGGEST OPENING DAY SINCE 'GIANT'!"

...CLIFF BUECHEL—MARY ANDERSON THEATRE, LOUISVILLE

Opening everywhere now—and all reports nothing but great, great, great!

WARNER BROS.
PRESENT

JACK WEBB

as T/SGT. JIM MOORE, U.S. Marines.

THE D.I.

STARRING
DON DUBBINS
JACKIE LOUGHERY
LIN McCARTHY
MONICA LEWIS
VIRGINIA GREGG.
AND "PLATOON 194"—REAL MARINES WHO MAKE A GREAT STORY RING TRUE!

Screen Play by
JAMES LEE BARRETT

Produced and Directed by
JACK WEBB

A MARK VII LTD. Production

TOA Says SBA

(Continued from page 1)

Washington earlier this week for a conference with SBA Administrator Wendell Barnes and W. N. Engels and Philip McCallum, counsel to the Administration, on the exhibitor organization's petitions and memorandums on revisions in the SBA regulations.

TOA, in an announcement yesterday, said that Barnes informed Harling during that hearing that the Administration would now accept mortgage loan applications. He stated further that the Administration would appraise the value of the real property and if the liquidating value, in event of default, was sufficient to repay the loan, they would grant an application up to 90 per cent of the appraised value, TOA said.

Law Governs, Says Barnes

Harling contested the SBA ruling that a requirement for an applicant to first obtain a refusal in writing from private banking before a loan application was screened was a condition precedent before an application could be considered by the SBA. Barnes, TOA reported, informed Harling that this was governed by statute.

TOA also reported that Barnes during the hearing was particularly concerned with the ability of an applicant to repay, in the event the loan had to be liquidated.

The SBA Administrator and his counsel also queried Harling as to why there were so few applications presented, to which the TOA executive stated that the SBA position of requiring a written turndown from other credit sources, was "unpalatable" to all of the exhibitors in the industry. He stated that if this provision was eliminated, the Administration would receive hundreds of applications, TOA reported.

Pleased, but Still Trying

The exhibition group's announcement concluded by stating that while TOA was "pleased with this new enlightened policy, nevertheless, it will still pursue every course to obtain approval of all the recommendations set forth" in its memorandums to the SBA and the Senate Banking and Currency Committee.

Distribution Aid

(Continued from page 1)

engaged in an activity of tremendous importance in which the shortage of product and the demands for higher terms and longer playing time have squeezed many small town theatres to the point where they were ready to throw in the towel.

"In meetings with distribution officials, the dire need of these small town exhibitors was brought to their attention. In every instance, distribution was ready and willing to do what they could to be of assistance to these distressed theatres. They have fulfilled their expressed desires and delivered 100 per cent.

"I do not know just how many theatres have been affected, but I suspect that directly or indirectly this TOA activity has been beneficial to several hundred small town exhibitors," Stellings said.

The TOA president also reported that attitudes in the industry today are probably the "most harmonious, most progressive, and most cooperative" they have ever been. Stellings said that this is seen in the all-industry business building program. "I believe I can safely say that sometime during this summer, we will see our thoughts, ideas, work, and plans come to fruition with the beginning of an all industry continuing campaign to sell tickets," he said.

Stellings also commented on arbitration and conciliation in his address, stating that the conciliation portion has been approved in principle and is being drafted for presentation in New York to the all-industry committee which meets again Monday.

Island in the Sun

(CONTINUED FROM PAGE 1)

bound to arouse controversy. But it will not be the kind of controversy likely to do anything but benefit the picture at the box office. It takes up the color problem in the West Indies, where self-government is still taking its first halting steps, but considers it mostly in one aspect—that of miscegnation and the resulting mixed blood. The problem, in one way or another, touches on all of the four romances in the story and is solved in different ways, none of them definitive. But the fire of controversy is there even if the solution is not.

The four romances are enacted by as lavish a cast as any product starved exhibitor could wish. Headed by James Mason, Harry Belafonte, one of the most sought after names in show business today, Joan Fontaine and Dorothy Dandridge, it includes the most promising of the British and international player group including Joan Collins, Stephen Boyd, Patricia Owens and John Justin. Supporting them are Michael Rennie, Diana Wynyard, John Williams, Basil Sidney and Ronald Squire.

Set in the imaginary West Indian island of Santa Marta (it was filmed entirely on the islands of Grenada and Barbados) the story revolves around Mason as the son of an old and respected plantation owning family, and his sister, Miss Collins, who falls in love with Boyd, son of the governor of the island and heir to a title. Mason is jealous of an older brother, killed in the war, and insanely jealous of his wife, Miss Owens.

Belafonte, whose acting matches the haunting quality of his velvety voice which has enchanted millions, is a young and ambitious labor leader who attempts to make the color problem a political issue at first out of thirst for power but ultimately from the more unselfish standpoint of helping his people. After his girl, Miss Dandridge, leaves him for Justin, who is a young British writer employed at the moment as aide to the governor, Belafonte is attracted to Miss Fontaine in whom he instils a desire to become something more than a social butterfly.

THE RESOLUTION of these plot threads is not so simple but no audience submerged in the enchantment of the Caribbean and caught up in the tropical passions will be of a mind to analyze it. Mason kills a man whom he suspects, without foundation, of trifling with his wife but then redeems himself in his own eyes and wins the love of his wife by meeting Belafonte in a political contest and ultimately confessing his crime. His sister, Miss Collins, determines not to marry Boyd because it is revealed that her father's mother was a mulatto but is enabled to change her mind when her mother confesses she is the issue of an early indiscretion with a British, and wholly white, lover.

Miss Dandridge goes off to London with Justin but it is made clear that a writer's colored—and exotic—wife will cause no talk in London. Miss Fontaine is willing to marry Belafonte, in fact asks him to, but he explains that he cannot carry that burden and continue his work for his people.

The story is supported, sometimes surpassed, by the atmosphere of lushness, enchantment and idyllic living that is conveyed by the photography. The color of the islands, the gaiety of carnival time, the sea, the sun, the sand, are palpable and sensuous.

Not the least of the exploitable values are two new songs by Belafonte, particularly a title song which is sure to be one of his biggest hits.

The picture was directed for its full value by Robert Rossen. The screenplay was by Alfred Hayes from the Alec Waugh novel which attracted great notice as a magazine serial.

If production values can make a box office success, this will be one of the greatest.

Running time, 119 minutes. General classification. Release, in June.

JAMES D. IVERS

SBA Officials

(Continued from page 1)

plications. As of now, the score sti
stands at only four applications ap
proved and six turned down.

The officials emphasized they di
not expect the agency to grant suc
exhibitor requests as a new policy c
granting mortgage loans or droppin
the present requirement that theatr
applicants prove a turndown fro
private financial sources. But the
said the agency had closely followe
the testimony of Philip F. Harling c
the Theatre Owners of America befo
the Senate Banking Committee, we
impressed by some of his points, an
were prepared to be more sympathe
tic to theatre loan applications in th
future.

Not Necessarily Permanent

Of course, there is always the pos
sibility that the relaxed attitude, if
does materialize, won't last too muc
past the time that Congress acts o
pending SBA legislation.

Editors Will Be Guests Of the AMPP Today

From THE DAILY Bureau

HOLLYWOOD, June 12 – Som
200 representatives of the Nationa
Editorial Association will be guests c
the Association of Motion Picture Pro
ducers tomorrow at luncheon in th
Beverly Hilton Hotel here, preside
over by Steve Broidy, with many Ho
lywood personalities in attendanc
Following luncheon, they will tou
the major studios by bus.

The guests are visiting Hollywoo
after attending the NEA conventio
in San Francisco.

Ben Wirth Dies; Was With S-W Real Estate

Funeral services will be held toda
at 12:45 at the Riverside Memoria
Chapel for Ben Wirth, 52, head o
Stanley Warner Corp.'s real estate de
partment, who died Tuesday night
He is survived by his wife Ruth, hi
son Howard and two grand-children
and two brothers and two sisters.

Wirth was in the real estate depart
ment for 27 years, having been form
erly with Warner Bros. Pictures.

Ohio Club Kiddie Host

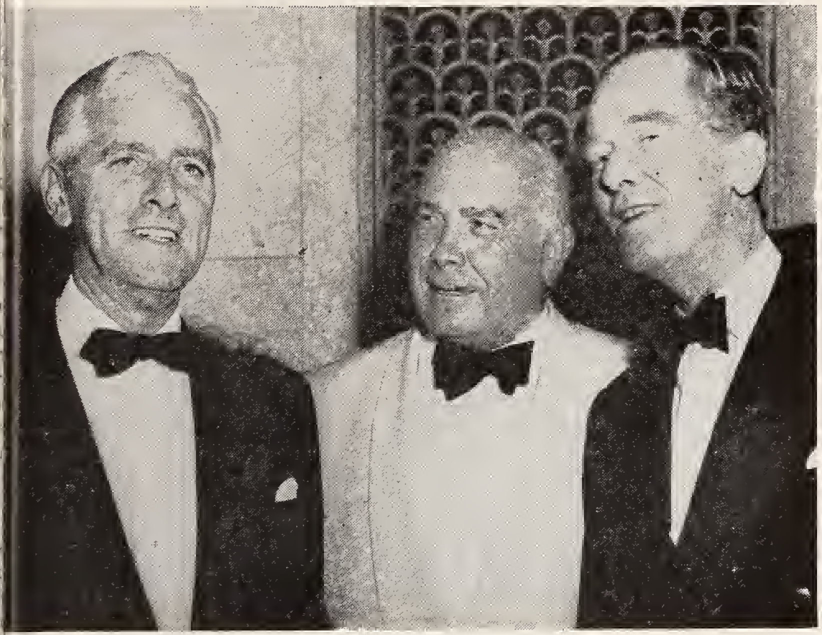
CLEVELAND, June 12. – Th
Salesmen's Club of this city, whic
includes all film sellers in the area
is providing monthly treats to various
institutions for underprivileged chil
dren. President of the club is Irving
Marcus, of National Screen Service.

Crabb Film Planned

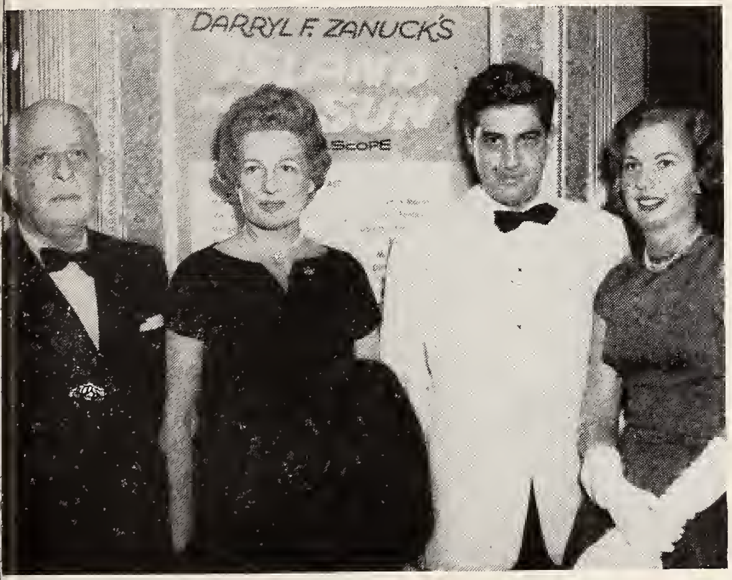
CLEVELAND, June 12. – The
James Woolf has announced that
"Silent Enemy," dramatizing the life
of Commander Lionel Crabb, English
frogman whose disappearance is a
continuing mystery, will be next
Romulus Films production.

N. Y. Hails 'Island In The Sun' Premiere!

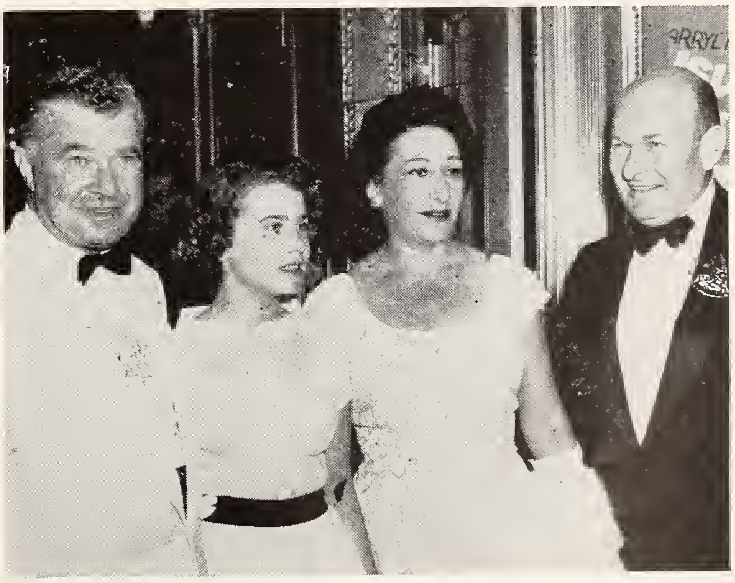
Darryl F. Zanuck's "Island In The Sun" in CinemaScope and DeLuxe Color, the producer's first independent production for 20th Century-Fox release, was accorded a lavish world premiere last night at New York's Roxy Theatre in a glamorous opening attended by an array of top show business celebrities and prominent social, civic, diplomatic and industry figures. Marking the first major theatrical event of N.Y.'s Summer Festival, the "Island In The Sun" debut was given international press, radio and TV coverage by Tex and Jinx McCrary over the NBC network, the Mutual network, Voice of America, Armed Forces Radio and Movietonews filming highlights of the evening for use on more than 100 TV stations across the country. Robert Rossen, who directed "Island In The Sun," personally represented the production. A rousing Calypso steel band entertaining the crowds at the Theatre provided an authentic Caribbean touch to the affair.



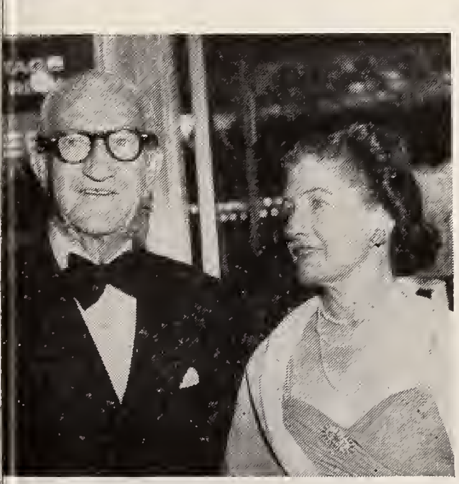
Among the notables at the "Island In The Sun" premiere are, left to right: Buddy Adler, 20th Century-Fox executive in charge of production; 20th Century-Fox president Spyros P. Skouras and Sir Pierson Dixon, Great Britain's Ambassador to the United Nations.



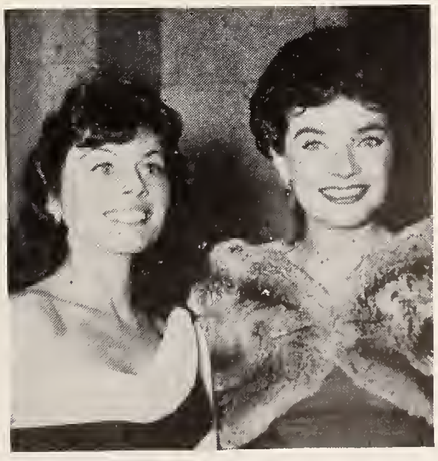
Entering the Roxy for the gala opening are 20th Century-Fox International president Murray Silverstone, Mrs. Silverstone, daughter Susan and her escort, Ernest Schwartz.



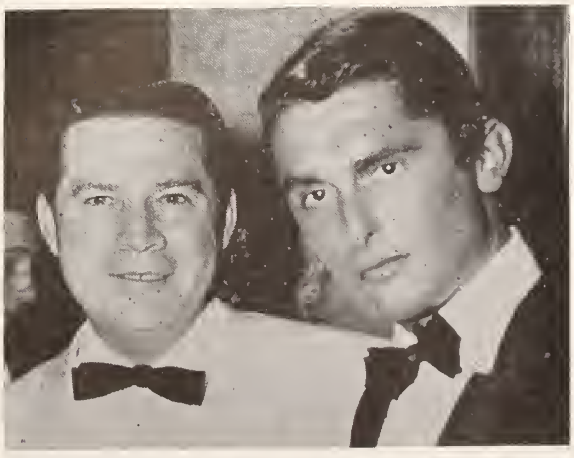
Charles Einfeld, right, 20th Century-Fox vice-president, greets "Island In The Sun" director Robert Rossen, daughter Ellen and Mrs. Rossen prior to the premiere showing.



Industry leader Nicholas M. Schenck and Mrs. Schenck were photographed in the Roxy lobby upon their arrival.



Lending glamour to the affair are French chanteuse Suzanne Bernard (left) and lovely actress-singer Polly Bergen.



Alex Harrison, 20th's general sales manager, chats with actor Robert Evans, who plays an important role in Darryl F. Zanuck's "The Sun Also Rises," scheduled for fall release.

Television Today

Trans-Atlantic TV Reality Soon: Landau

Trans-Atlantic television, carrying the best in American programming to Europe and providing America with the finest European entertainment, will become a reality in the next 10 years, according to Ely A. Landau, president of National Telefilm Associates.

"I believe so firmly in this that I have embarked my own company on a project which places us squarely in the trans-Atlantic TV market," Landau stated.

"One of my company's most popular TV series, Sheriff of Cochise, has been sent to Europe and South America. We dubbed in Spanish, French, Italian and German dialogue. I understand that American western folklore is very popular with European children.

Sees Understanding Aided

"Understanding between Western Europe and America will increase tenfold as a result of exposure to each other's culture and entertainment.

"When simultaneous trans-Atlantic telecasting is established, Parisians will be able to watch the Pasadena Tournament of Roses Parade as it is taking place half way around the world.

"American children who will be growing up on a diet of multi-lingual TV fare will undoubtedly wind up conversant with and actually speaking several foreign languages. Adults, likewise, will become familiar with foreign tongues, habits, and cultures. In time, even the Iron Curtain could melt away under the impact of video."

Du Mont to Concentrate On Black-and-White Set

Superior pictures can be received on black-and-white television receivers, and therefore Allen B. Du Mont Laboratories does not intend to make color TV receivers this year, Dr. Allen B. Du Mont, the company's chairman of the board, told the press here yesterday. He spoke at a preview of Du Mont's new line of TV receivers, high fidelity phonographs and TV, radio, hi-fi combinations.

"Our policy for the coming season will be to concentrate on the sale of the finest black-and-white television receivers both as to the quality of chassis and the use of fine wood in the cabinets, together with authentic styling," Dr. Du Mont stated. "We feel at the present time the superior pictures that can be obtained on black-and-white receivers, together with the smaller and better proportioned cabinets, provide a much better buy as far as the public is concerned."

Court Order

(*Continued from page* 1)

Ziv Television Programs, Review Productions and MCA-TV, Ltd., through their attorneys earlier in the day told James Cunningham, chief hearing examiner for the Commission, that they would not submit the required records.

Three Previously Agreed

Originally the Commission asked seven companies to supply information in connection with its current study of network TV operations. All seven companies challenged the FCC's right to require the information but after the first hearing two months ago three of the seven agreed to supply it with the stipulation that it be kept confidential.

Meet Set Tuesday on TV Network Study

From THE DAILY Bureau

WASHINGTON, June 12 — The Senate Commerce Committee agreed to meet Tuesday afternoon to discuss a staff report dealing with television networks.

In another development, the committee referred to its communications subcommittee, headed by Sen. Pastore (D., R.I.) a bill introduced yesterday by Sen. Thurmond (D., S.C.) to ban toll television. There was no indication of whether Pastore would hold early hearings on the measure.

Chairman Magnuson (D., Wash.) said he didn't know whether the subcommittee would have hearings, and pointed out that the measure had just been introduced yesterday and that there were many bills ahead of it.

New Spillane Series Now in Production

MCA TV has announced that its major entry in the television syndication field this fall will be the new Mickey Spillane series. A total of 39 half-hours, now in production at Revue Productions, will be offered to stations and advertisers for regional and local sponsorship.

Spillane will participate in the production of the series and will join with MCA and Revue in selecting the star of the series, who will play Mike Hammer, it was announced.

Color Service Expands

With completion of installation of new developing machines and printing equipment, scheduled for Dec. 1, Color Service Co. will offer an expanded processing plant for 35mm Eastman color original negatives, 35mm and 16mm internegatives, interpositives, with subsequent release prints in Eastman color.

REVIEW:

The Badge of Marshal Brennan

Allied Artists

BRIDGEPORT, CONN., June 12

There's some inherent good in every individual and proper channeling can turn a problem into a forgotten deed. Thomas G. Hubbard's story proceeds on this basic assumption, and the Albert C. Gannoway action western, relates the idea with consistent dispatch and attention to values at hand. Jim Davis, Arleen Whelan, Louis Jean Heydt and Lee Van Cleef are the principals and they do right well.

On the loose after murdering a man in self-defense, Davis happens by a dying U.S. marshal (Douglas Fowley) following an Apache attack. The stranger assumes the latter's identity via badge and supplementary credentials and proceeds to the township of Banock where he learns that Louis Jean Heydt, local cattle baron, has designs upon regional expansion, townsfolk opposition notwithstanding. Moreover, Heydt's cattle are the source of a dangerous black spot fever epidemic, and it takes some hard ridin', shootin' and fightin' before all's well again in Banock.

Running time, 76 minutes. General classification. Release, in May.

A. M. W.

MPA Not Worried

(*Continued from page* 1)

media services. However, it was learned that MPA president Eric A. Johnston had wired the Senate Appropriations Committee that there was no problem as far as films are concerned.

"It has been reported to me that an inadvertent misunderstanding may have been developed with respect to competition of U.S.I.A. films with our motion pictures abroad," Johnston wrote. "I want to reassure you that no such competition exists, and to tell you that we feel that the film activities of U.S.I.A. constitute a valuable service for our country."

U.S.I.A. officials are hopeful that private industry cooperation will help them absorb some of the effects of a sharp budget slash voted by Congress. Congress voted the agency $96,200,000 for the year starting July 1, compared with a budget request of $144,000,000 and actual appropriations of $106,100,000 this year.

Commonwealth to Seek

(*Continued from page* 1)

taken by an exhibitor operating in Kansas.

In the bid to the Garden City Commission, Commonwealth will ask for a 20-year franchise, with a 2-year grace period for starting operations. The film company operates a theatre and drive-in at Garden City. The company also is seeking similar franchises in Manhattan and Great Bend, Kan., and is contemplating entering other cities not only in Kansas but also in Missouri.

Expect 150 Today At Golf Tournament

Almost 150 golf players are expected today at the sixth annual film industry golf tournament sponsored b New York's Cinema Lodge of B'na B'rith at the Vernon Hills Countr Club at Tuckahoe, New York. Th number is expected to rise to 250 fo the banquet, funfest and prize awarding ceremonies at the club this evening, according to Robert K. Shapiro president of Cinema Lodge, an Martin Levine, tournament chairman

More than 100 prizes have been donated by industry companies and individuals for distribution as doo prizes at the banquet. These prize will be in addition to those awarde for proficiency in golf, which will se each winner in a foursome receive prize donated by William J. German Inc.; each foursome runner-up receive a prize donated by National Scree Service, and the third highest player in each foursome receive a prize donated by Charlie Okun on behalf of Coca Cola Corp.

Four Co-Chairmen

The committee for this year's tournament includes Marvin Kirsch Harold Rinzler, Abe Dickstein and Joe Rosen as co-chairmen, and Norman Robbins, Milton Livingston, Jack Hoffberg, Cy Seymour, president Bob Shapiro, Burt Robbins, Alan Robbins, Don Mersereau and Charles Alicoate.

RCA Head Predicts

(*Continued from page* 1)

stated that several major manufacturers are planning to get into color on a large scale this fall. He pointed out that improvements in methods of handling delayed color television broadcasts for the West Coast are now undergoing laboratory tests, and these changes will be introduced as soon as their merits have been determined.

"The improvements already made have brought about picture quality increases, and the improvements to come should further raise the quality," he told a press conference here. "Continuing progress has brought magnetic tape recording of color television programs nearer to realization. When the tape system produces color signals of broadcast quality, we will move rapidly to introduce its use on the West Coast."

Gets 'Bowery' Rights

Film Representations, Inc., has acquired U.S. distribution rights to Lionel Rogosin's "On the Bowery."

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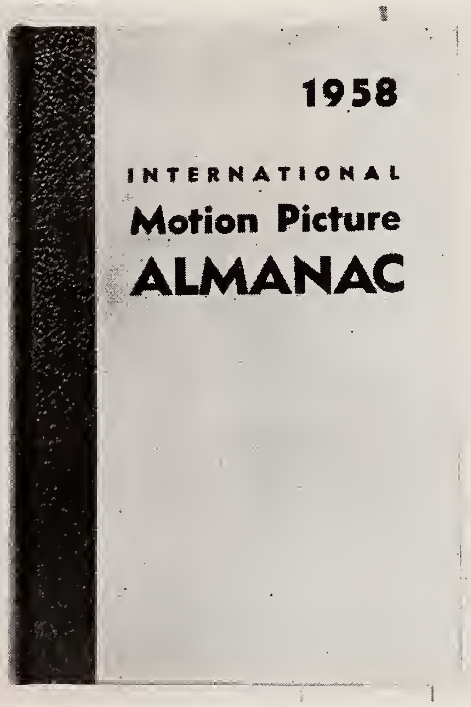
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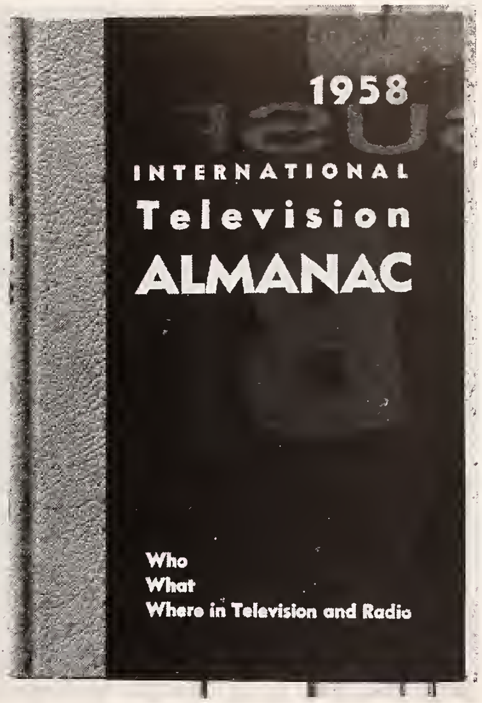
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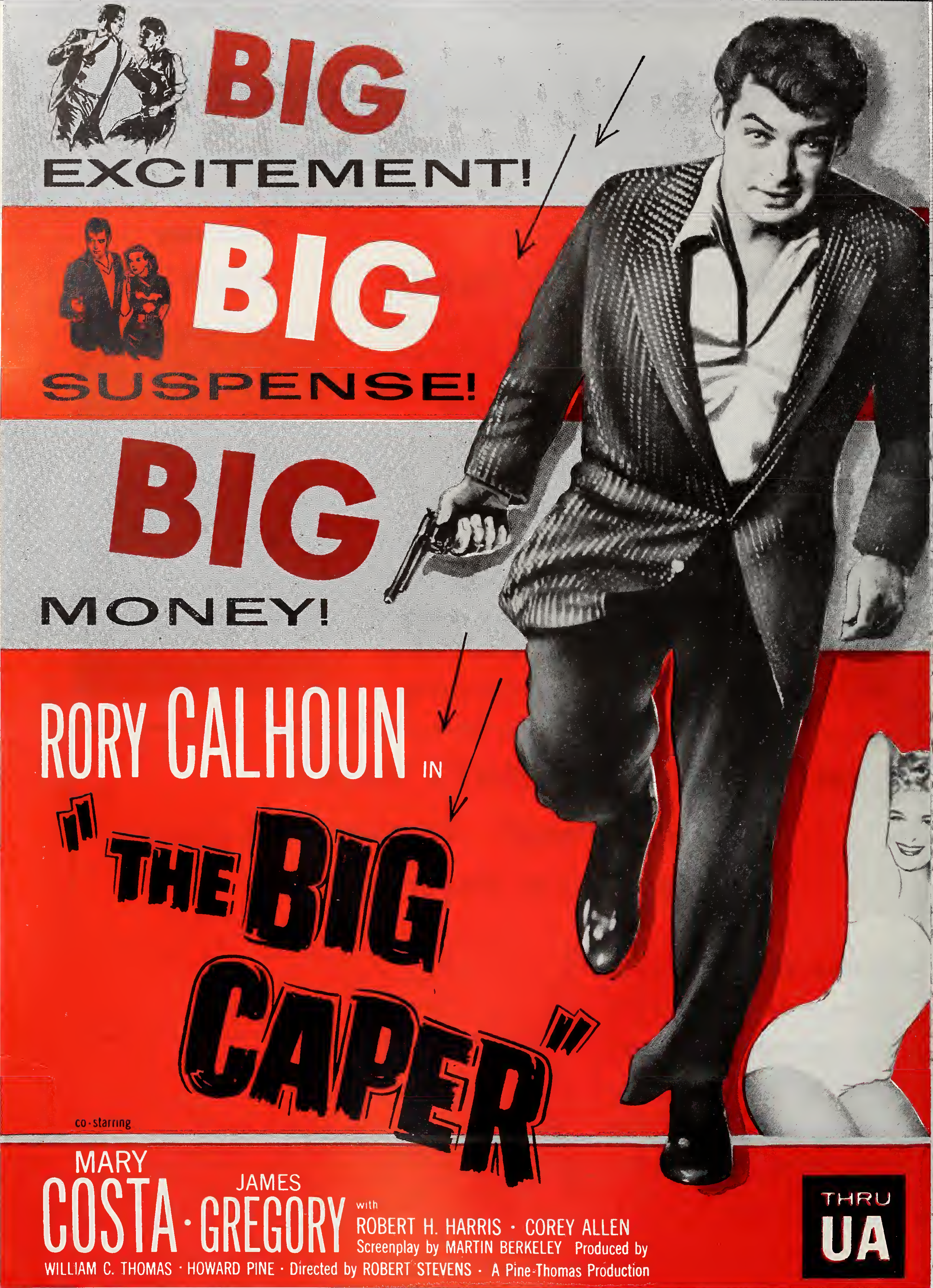

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co-starring

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Screenplay by MARTIN BERKELEY Produced by WILLIAM C. THOMAS · HOWARD PINE · Directed by ROBERT STEVENS · A Pine-Thomas Production

THRU UA

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 81, NO. 115 NEW YORK, U.S.A., FRIDAY, JUNE 14, 1957 TEN CENTS

Revised Appeals Board To Include 20 Members

New Production Code Group Will Contain Independent Producers, Exhibitors; Repledge Code Support

By LESTER DINOFF

The board of directors of the Motion Picture Association of America, following a lengthy study by its self-regulation committee, has established a new Production Code Appeals Board on which exhibitors and independent producers will be invited to sit, it was announced here yesterday by the MPAA.

Reaffirming their strong support of the Production Code, the MPAA board, at a meeting here yesterday, set plans in action for president Eric Johnston to extend invitations to prominent exhibitors and independent producers to become Appeals Board members.

Johnston is expected to send out

(*Continued on page* 3)

Report to N. Y. Mayor

Citizens Group Finds Theatre Industry 'Sick'

Tells of Many Hardships Imposed by Local 5% Tax

The special citizens committee appointed by Mayor Robert F. Wagner o investigate the hardships of the ive-per cent amusement tax on New York City exhibitors has informed his honor through a 20-page, detailed fact-finding survey that "the motion picture exhibition industry in New York City is in a precarious economic condition. This is a sick industry."

The committee, which is composed of chairman Francis W. H. Adams,

(*Continued on page* 3)

Lou Miller, 65, Dies At Golf Tournament

Lou Miller, 65, sales executive for RKO and Allied Artists, was stricken at 3 o'clock and died at 3:44 P.M. yesterday, apparently of a heart attack on the 18th hole at the industry golf tournament.

Miller lived at Irvington, N. J. His associates in the foursome – Gordon

(*Continued on page* 3)

Gates Named to Head Virginia Exhibitors

Special to THE DAILY

OLD POINT COMFORT, Va., June 13–The Virginia Motion Picture Theatre Assoeiation today elected the following officers for the next two years: president, Syd Gates, Norfolk; vice-president, R. G. Fla-

(*Continued on page* 6)

TRADEWISE on page 2

Television Today on page 6

Rep. Expands Studio Units

From THE DAILY Bureau

HOLLYWOOD, June 13.–Herbert J. Yates, president of Republic Pictures, today announced the allocation of $1,500,000 for building and equipping six new sound stages and 22 new cutting rooms, bringing the studio's totals to 28 sound stages and 72 cutting rooms.

Yates said the outlay is prompted by the realization that Republic will have its biggest year from independent feature and television company rentals in 1957. He reminded that Republic recently spent $1,200,000 in expanding Consolidated Film Industries Laboratories to expedite the

(*Continued on page* 2)

Music Hall and Waldorf Echo 'Prince' Welcome

Culminating an extensive promotional buildup, Warner Brothers "The Prince and the Showgirl" had its world premiere at the Radio City Music Hall here last night at a benefit performance which realized $32,250 for The Free Milk Fund for Babies, Inc., headed by Mrs. William Ran-

(*Continued on page* 2)

See Telemovies Ready For Mid-August Start

Special to THE DAILY

OKLAHOMA CITY, June 13.– Construction of the studio for telemovies in Bartlesville, Okla., will be completed in early July, the equipment installation finished by the 25th of that month and three wired program channels are planned for operation in mid - August. This was

(*Continued on page* 6)

Todd Seeks Reduction In Tax on '80 Days'

From THE DAILY Bureau

HOLLYWOOD, June 13.–Michael Todd Company, Inc., filed an application with the County Board of Supervisors for an order reducing the 1957 assessed tax on the residual

(*Continued on page* 2)

Phila. Court Refuses to Enjoin Paramount Plan

Special to THE DAILY

PHILADELPHIA, June 13. – Federal District Court Judge Allan K. Grim today denied the petition of a group of local exhibitors for an injunction to restrain Paramount from putting into effect here a plan to extend the special engagement policy for exhibition of "The Ten Commandments."

Paramount contends the plan introduces no new concepts in the handling of special productions.

Allied's 'White Paper' on COMPO Announces Own Business Campaign

From THE DAILY Bureau

WASHINGTON, June 13–Allied States Association is giving consideration to "some form of contest" to be conducted by its members as its own business building proposal to boost theatre patronage, it is disclosed in the national Allied "white paper" on why the national exhibition organization is no longer a member of the Council of Motion Picture Organizations.

The pamphlet, 16 pages in all, is being circulated throughout the industry by authority of the national Allied board in order that "the facts concerning Allied's withdrawal from COMPO and the obstacles placed in the way of its resuming membership in that body may be known to all interested parties."

In disclosing the consideration being given to a business building program of its own, national Allied said

(*Continued on page* 3)

COMPO Group to Discuss Allied's 'White Paper'

The Council of Motion Picture Organizations, whose executive committee will meet here next Wednesday, will discuss the Allied States Association's "white paper," according to a COMPO official.

The Allied position on why it is no longer a member of COMPO is presented in an adjoining story in today's MOTION PICTURE DAILY.

PERSONAL MENTION

CHARLES J. FELDMAN, Universal Pictures vice-president and general sales manager, will return to New York next week from the Orient. He is due in San Francisco at the weekend from Honolulu.

•

ALFRED CROWN and MAURICE HELPRIN, of Barbizon Productions, will leave here over the weekend for London.

•

JAMES E. PERKINS, executive vice-president of Paramount International, will return to New York on Sunday from London.

•

HERB STEINBERG, Paramount national exploitation manager, will leave New York on Sunday for Denver.

•

BERNARD E. ZEEMAN, treasurer of Columbia Pictures International, will leave here over the weekend for London, Paris and Rome.

•

NOX LEMPERT, producer of commercials for Guild Films, left here yesterday for Montreal.

'Man of Thousand Faces' U-I Jubilee Release

"Man of a Thousand Faces," the life story of the late Lon Chaney, has been designated by Universal-International as its special release to honor Hollywood's Golden Jubilee, it was announced yesterday by Alfred E. Daff, executive vice-president.

The picture was chosen because of the tremendous reception accorded it at three sneak previews and because it graphically depicts the rise of Hollywood to the movie capital of the world, Daff said.

Loew's, NT Hearings Set

WASHINGTON, June 13 – Hearings have been set in New York District Court on June 27 on recent applications by Loew's and National Theatres to acquire new theatres.

N. T. is seeking permission to build an ultra-modern 1,000-seat theatre at Garden Grove, Calif. Loew's is seeking approval for a new 1,200-seat theatre in the motel section just north of Miami Beach, Fla.

The hearings will be before Judge Palmieri.

TRADEWISE

By ONLOOKER

ELIOT HYMAN would appear to be in dead earnest about the deal he is interested in making with—or for— Republic Pictures. Otherwise, what would he be wanting that $500,000 credit with the First National Bank of Boston for just at this time? It's been confirmed that the cash is being made available to him. Whether or not he gets the chance to use it to put a Republic in his future should be determined most any day now. . . . Albert Pickus, talented and enterprising owner-operator of the Stratford Theatre, Stratford, Conn., tells this one on himself: At a Saturday Kiddies' Matinee recently a lad of about six left his seat after a half-hour of the first show, announcing that he wanted to go home. He was asked if he didn't like the picture. No answer. "Do you like television?" the lad was asked. "Yes," was the reply. A moppet of about 10 who had been standing by, spoke up. "He's mad," the lad said, "because he can't change the channel in here."

RUSSELL DOWNING, president of Radio City Music Hall, last weekend had an escape from serious injury or worse that was too close for comfort. Downing was one of the industry guests aboard the Norwegian sailing vessel "Christian Radich," the base for a camera crew shooting the first picture to be made in National Theatres' new Cinemiracle process during the ship's current training cruise for young Norse mariners. On the invitational sail the vessel proceeded up the East River from its dock to the U.S. Merchant Marine Academy at King's Point on Long Island Sound. A trainee went aloft and while climbing the rigging a 12-inch steel bowie knife was disengaged from its clasp without the youth being aware of it and fell approximately 30 feet, striking Downing's wrist, handle first. Had the knife struck blade first or had it fallen inches closer and struck its victim on the head the consequences would have been grave indeed. As it was, after learning what had happened the youth was more in need of reassurance than was Downing. In fact, the latter helped console the shaken miscreant.

A RECENT TRADEWISE column remarked that if this is the Golden Jubilee of the motion picture industry, as MPAA has not too ostentatiously asserted of late, then someone deluded the U. S. Postal Department into issuing a motion picture industry golden jubilee commemorative stamp some five years ago. Came subsequently an outraged letter from Leon Bamberger, former RKO Radio Pictures sales promotion manager, and erstwhile president of the Cinema Stamp Collectors, who is sojourning in Florida. Bamberger writes: "If you had looked back into the files of 1944, not 1952, you would have discovered that the undersigned was the one who instigated the issuance of the 50th anniversary stamp in that year. . . . Under the auspices of the MPA advertising-publicity committee and the industry War Activities Committee a campaign for the 50th anniversary of the motion picture was devised (after) it had been definitely ascertained from the archives of the industry that 1944 was in fact the 50th anniversary." . . . Bamberger proceeds to relate that Frank C. Walker of the Comerford Theatres, was Postmaster General at the time and was fully cognizant that all major companies were supplying their best films gratis to the armed forces all over the world. Accordingly, the design for the golden jubilee stamp showed a group of G. I.s and WACs somewhere in the South Pacific watching movies exhibited on a sheet stretched between two trees in an island clearing. The legend across the bottom of the three-cent stamp read: "50th Anniversary of the Motion Picture." "And," Bamberger underlines, "nobody 'conned' anyone on that occasion."

'Prince' Open

(*Continued from page* 1)

dolph Hearst, founder and presid of the fund.

Mayor Robert Wagner of N York, and Marilyn Monroe, who st in the film with Laurence Oliv headed an array of celebrities at premiere, following which the be fit ticket-holders attended a cha pagne supper-dance in the grand b room of the Waldorf-Astoria Hotel.

Mrs. Hearst Honored

A feature of the supper-dance v the presentation to Mrs. Hearst o "surprise award," a gold medal for outstanding service through the ye to New York City's children. Pres tation was made by Mayor Wagn

Todd Seeks Reduction

(*Continued from page* 1)

value of "Around the World in Days" negative from $105,064.46 $28,243.30.

The application states the Cou Assessor based the tax on the assun tion that 400 prints would be ma whereas the actual total, includi the 35 mm version, will not exce a total of 60.

Todd's counsel said the 1956 tax sessment totalling $93,177.06 was s tled early this year for $2,022. County tax assessments are ma March 4 annually by statute.

Republic Expands

(*Continued from page* 1)

processing of a steadily mounting v ume of film from theatrical and producing companies using Repub studio facilities.

Yates said indications in both fic are for still greater expansion n year.

'Island' Does $16,400

20th Century-Fox's "Island in t Sun" grossed $16,400 at the Ro Theatre here yesterday, which was t biggest opening day at the hou since "The King and I," accordi to Robert C. Rothafel, managing rector of the Roxy.

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J. Arthur Rank One Of Three New Peers

From THE DAILY Bureau

LONDON, June 13—Queen Elizabeth II today created three new peerages in her annual birthday honors list, one of whom was British motion picture producer J. Arthur Rank, who becomes a baron.

In addition the Queen created more than a score of new knighthoods, including one for British actor Donald Wolfit.

'White Paper'

(*Continued from page* 1)

that the contest prizes will be European tours or something equally attractive. "Irving Dollinger has been requested to make a study of the subject and report to the board at its next meeting. What Allied wishes to avoid is the futility of asking patrons to vote on pictures that have not yet been shown in the theatres where ballots for other contests like the Awards and Sweepstakes polls, are distributed," the pamphlet states.

Dollinger, who is chairman of the National Allied Emergency Defense Committee, and board chairman of Allied Theatre Owners of New Jersey, is open for suggestions on the contest proposal.

Prepared by Abram Myers

The national Allied "white paper," which was prepared by general counsel Abram F. Myers for publication, states that "fair-minded readers will have no difficulty in deciding that it was COMPO, not Allied, that slammed the door" on Allied's return to that industry group.

The pamphlet is broken down into nine sections: (1) Allied active in the formation of COMPO; (2) Why Allied withdrew; (3) First steps toward reconciliation; (4) Allied's position fully disclosed; (5) The meeting in Montague's office; (6) An amazing telegram; (7) Allied proposals "in the main"; (8) COMPO slams the door, and (9) Significance to exhibitors.

Aimed at 'Misrepresentations'

The concluding paragraph says the white paper was prepared to "scotch in advance the misrepresentations that so often accompany any controversy involving exhibitors and distributors." The industry business building plan which encompasses the Audience Awards Poll and the Academy Awards Sweepstakes, is mainly of benefit to metropolitan first runs, the pamphlet says, adding that for that reason Allied is planning its own campaign.

'Pride' Here June 28

Stanley Kramer's "The Pride and the Passion" will have its New York premiere on June 28 at the Capitol Theatre, it was announced yesterday by William J. Heineman, United Artists vice-president in charge of distribution.

MPA Sets Revised Code Appeals Board

(*Continued from page* 1)

these invitations within the next month, it was said.

The new appeals board will consist of the MPAA president and board of directors and a matching number of members appointed from exhibition and from production outside the MPAA membership. The exhibitors will be invited to join the Appeals Board as "individuals" and not as members of any exhibition association, it was pointed out.

Code Pledge Given

In a statement, the MPAA board members unanimously reaffirmed their pledges to adhere to the Code and its operations. "The action taken today will greatly strengthen the Code. This was our desire and our purpose. We shall continue of course, to submit our pictures to the Production Code Administration and will not distribute a picture unless it has been given a Code seal of approval.

"The addition of exhibitors and non-member producers to the new Appeals Board will truly make the Code system representative of the entire industry. We are proud to recognize our responsibility to the public that we serve. The Production Code embodies this responsibility. We have always endeavored to adhere to the standards of the Code in our pictures. We shall always do so."

The nine member companies of the MPAA signing this statement were Allied Artists, Columbia Pictures, Loew's Inc., Paramount Pictures, Republic Pictures, RKO Radio Pictures, 20th Century-Fox, Universal Pictures, and Warner Bros. Pictures.

As the MPAA representation today on the Appeals Board is 10—nine directors and the president—there would be appointed 10 exhibitors and non-member producers, making a combined total of 20 on the board. The MPAA president, who will serve as chairman of the Appeals Board, will appoint the exhibitors and non-member producers. The terms are for one year, and members will be eligible for reappointment. Up to now the MPAA board has had the sole authority to hear appeals from the Production Code Administration. It retains the sole authority to amend or revise the Code.

The new appeals procedure provides that any MPAA member refusing to abide by a decision of the Appeals Board shall be expelled from the Appeals Board. Previously, any MPAA member who released a motion picture which did not have a Code seal of approval was subject to a fine. The new ruling here is applicable only to MPAA members.

Adopted Unanimously

The board unanimously adopted the changes upon recommendation of its committee on self-regulation which has been studying the Code system. This committee is composed of Barney Balaban, A. Schneider, Daniel T. O'Shea, and Johnston. A subcommittee includes Kenneth Clark, Sidney Schreiber, Robert J. Rubin, Ray Bell, and Paul Quinn.

N. Y. Theatre Found 'Sick'

(*Continued from page* 1)

David Dubinsky and Thomas Jefferson Miley, reported that in the period of 1946 through April 1, 1957, some 138 theatres in the five boroughs closed their doors and affected the economic life of their neighboring businesses.

The report showed that in 1946 there were 586 theatres—191 in Manhattan, 204 in Brooklyn, 82 in the Bronx, 94 in Queens, and 15 in Richmond. On April 1, 1957, there were 151 in Manhattan, 142 in Brooklyn, 71 in the Bronx, 76 in Queens, and eight in Richmond.

In their summary of facts, the committee states that the New York exhibition industry's hardships commenced in 1946 "coincidental with the advent of television. Theatre operations declined by 24 per cent. It can be approximated that total payroll was reduced by at least seven million annually between 1946 and 1957 as the result of theatre closings."

Many Other Taxes 'Lost'

Aside from the amusement tax, the committee states, the motion picture exhibitors pay real-estate taxes either directly or through rents. "While no precise amount can be cited, a very conservative estimate would fix the revenue derived by the city from this source at $5,000,000 annually. Sustantial municipal tax revenue also comes from this industry in the form of sales tax on film rentals and other purchases, and gross receipt taxes. Further, theatres pay an annual license fee of $100 to $500 depending on seating capacity and theatrical use."

The report pointed out that closed theatres depress assessed values and results in tax revenue losses.

In conclusion, the committee states that the "inescapable conclusion is that this industry is sick. Competing as it is with home television and free admissions to TV theatres and other forms of amusements, there is no presently apparent possibility of its enlarging its market. Any attempt to recover increased costs by raising admission prices will bring the exhibitor against the law of diminishing returns, for the only result would be a further decline in attendance. All the evidence points to the need for giving to this industry every possible assistance in finding a solution for its problems."

The fact-finding report will be studied by Mayor Wagner and submitted also to the City's Board of Estimate. Exhibitors locally were heartened upon learning of the committee's findings and hopeful that the amusement tax, which from July 1, 1954 to March 31, 1957 amounted to $13,205,533, would be rescinded.

Lou Miller Dies

(*Continued from page* 1)

Heddwig, Joe Malcolm and Jack Alexander—said he complained during the game of pain and they advised him to stop, but he refused.

Miller was the first one to arrive for the tournament yesterday, at 7:45, and he was the first to get on the course. Policemen and a volunteer ambulance corps worked over him for some time to no avail.

He had worked for RKO for 30 years until his retirement a year and a half ago. Six months ago he joined the contract department of Allied-Artists. He is survived by his wife and two children.

Golf Crowd Sets Record

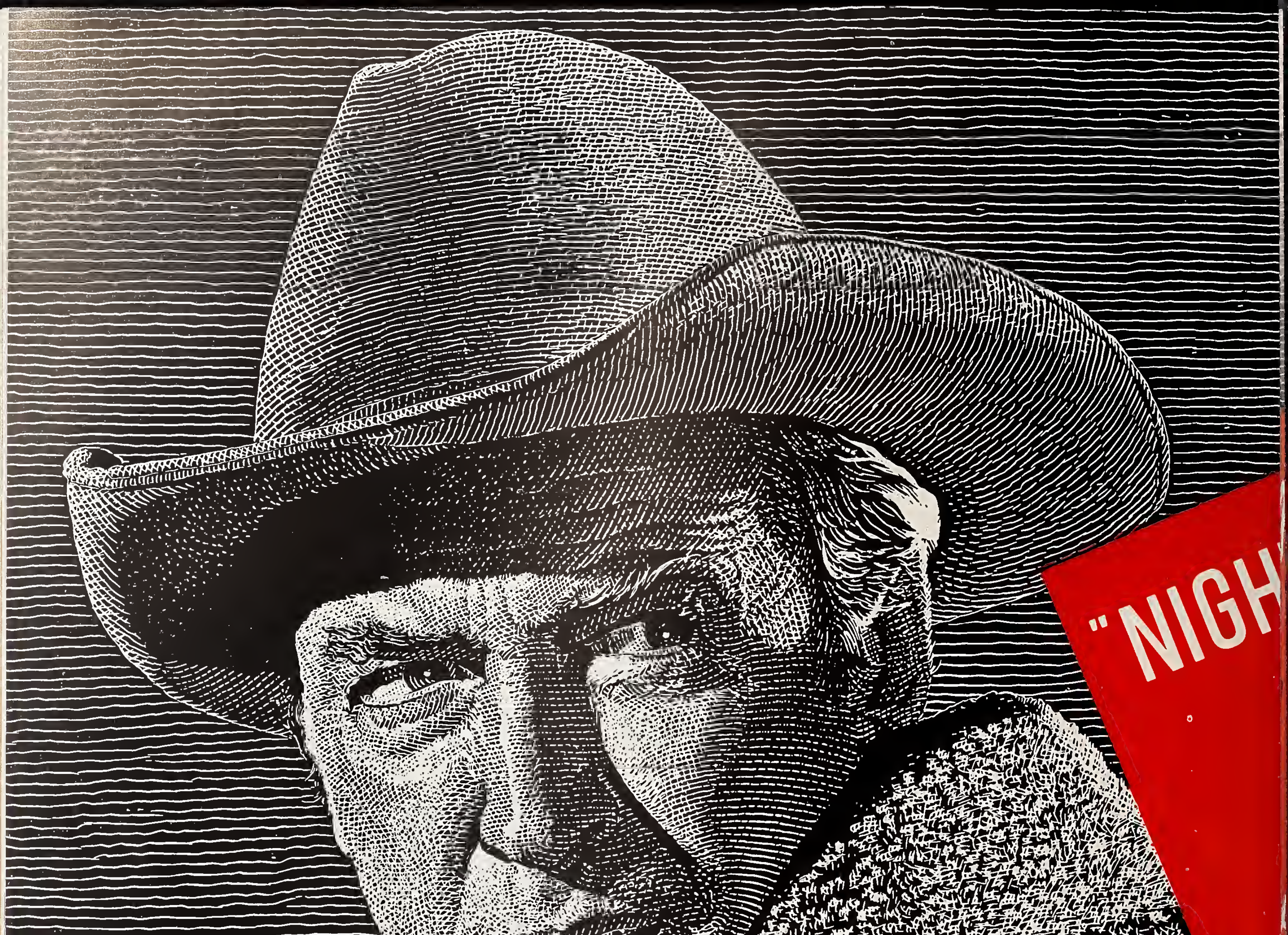
With the weather conspiring with the committee to make everything perfect, the sixth annual film industry golf tournament and funfest sponsored by New York's Cinema Lodge of B'nai B'rith at the Vernon Hills Country Club at Tuckahoe, New York, was hailed last night as the most successful thus far by president Robert K. Shapiro of Cinema Lodge.

Leading the winners, with low net, was Len Gruenberg, while David Senft scored low gross. Runner up for low net was Jack Tobin; for low gross, Arkie Trento. The photo finish in the putting contest revealed a four-way tie among Mark Finkelstein, Max A. Cohen, Adolph Haas and Herb Berg.

Fabian, Harrison Winners

Gordon Craddock hit the longest drive, followed by J. Anson and D. Curtis. Hole-in-one laurels went, in one-two-three order, to Harold Lasser, S. H. Fabian and Sala Hassanein. Bill Smith took the birdie prize. Joe Wohl was judged the worst golfer, while Alex Harrison was duly noted as the best dressed of the divot diggers. Dan Fish, it was estimated, traveled the longest distance to participate.

The foursome victors were: Irving Moross, Phil Fliaschnick, Dick Yates, Steve Trilling, Herb Berg, J. Anson, Jack Tobin, M. Friedman, Joe Malcolm, Sala Hassanein, Morey Miller, Clem Perry, Sheldon Goydell, Bill Smith, Harold Rinzler, Max A. Cohen, Bingo Brandt, David Senft, L. Winik, Phil Eder, Henry H. Martin, George di Martini, Frank Damis, Ed Fabian and Nat Fellerman.



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Music by DIMITRI TIOMKIN • A UNIVERSAL-INTERNATIONAL PICTURE

Television Today

NEW SHOWS & SPONSORS

Noted among yesterday's announcements:

"Undercurrent," new half-hour action series, will make its debut on CBS-TV July 19 as the summer replacement for "The Lineup." Cheer and Viceroy cigarettes are the sponsors. . . . Hazel Bishop, Inc., has signed to sponsor CBS-TV's new "The Jimmy Dean Show," going on the air June 22. . . . ABC-TV reported that the Kellogg Company has purchased five 30-minute daytime programs and one 30 - minute nighttime show, including "Superman," "Wild Bill Hickok," "Sir Lancelot," "Woody Woodpecker" and "The Buccaneers." The network calls the deal its "largest combination daytime - nighttime program sale." . . . The Howard Johnson Company, restaurant chain, purchased a 13-week participation campaign on NBC-TV's Today, marking that company's debut as a network TV advertiser. . . . Procter & Gamble have renewed the current Monday through Friday participation schedule on NBC-TV's Matinee Theatre and has ordered additional daily participations, both for 52 weeks, starting July 1. . . . WOR-TV signed a $500,000 contract with Ziv's Economee TV for the multiple re-run purchase of seven Ziv shows, including "Science Fiction Theatre," "Favorite Story," "Meet Corliss Archer," "Eddie Cantor," "Your Television Theatre," "Boston Blackie" and "Time Square Playhouse."

NTA Registers Notes And Stocks with SEC

From THE DAILY Bureau

WASHINGTON, June 13.—National Telefilm Associates, Inc., has registered $5,000,000 worth of six per cent sinking fund subordinated notes and 350,000 shares of common stock with the Securities and Exchange Commission to secure funds to retire current debts.

Cruttenden, Podesta & Co., Cantor, Fitzgerald & Co., and Westheimer & Co. will underwrite the financing.

The distributor of television films proposes to market the notes, due June 15, 1962, publicly with warrants for common stock purchases attached. The warrants would entitle the holder to buy common stock in the ratio of 50 shares for each $500 principal note between Sept. 2, 1957, and June 15, 1962.

NTA previously formed an underwriting agreement with a group of underwriters headed by Bache & Co. to acquire $7,500,000 in notes and stock sales. This agreement was terminated recently when NTA received interim financing from other sources.

Telemovies

(*Continued from page* 1)

announced today by C. L. Fulgham, vice-president of Video Independent Theatres, which is sponsoring the service there.

At the same time Fulgham said that Video has engaged Boyce Nemec, New York film and television consultant, for detailed planning of studio operations and programming of the wired television system.

Three Channels Planned

The service will be designed to provide home subscribers with three channels of programs on a regular daily schedule. Two channels will deliver first-run and subsequent-run feature films. The third channel will provide a continuous program of news, weather, sports, time and high-fidelity music.

MPEA Special Meet on Philippines, Spain

Eric Johnston, president of the Motion Picture Export Association, yesterday presided over a special meeting of the MPEA board of directors to discuss the crisis in the Philippines and the Spanish film situations, according to an MPEA official.

The MPEA, following lengthy discussions, ordered that Leo Hochstetter, overseas representative in the Far East, return to New York immediately to report on the Philippine situation personally. Hochstetter is expected to be in New York in time for the next MPEA meeting, scheduled for Tuesday.

Embargo Reaffirmed

The board also took up the Spanish situation and reaffirmed the MPEA member companies embargo withholding product from that market. The board members agreed to tighten the ban while negotiations are going on, the MPEA official said.

Robert Alton, Director

HOLLYWOOD, June 13.—Funeral services will be held tomorrow afternoon at the Pierce Brothers Mortuary, Beverly Hills, for Robert Alton, director, who died yesterday. Born in Vermont in 1906, Alton made his motion picture debut with M-G-M in 1936 after directing stage shows including the "Ziegfeld Follies." His picture credits include "Annie Get Your Gun," "There's No Business Like Show Business," "White Christmas" and "Country Girl." He is survived by his son, two brothers and three sisters.

National Pre-Selling

MILTON GREENE, the now deposed V.P. of Marilyn Monroe Productions, somehow found that very narrow path on which to improve on the appearance of nature's highly endowed Marilyn during the filming of "The Prince and the Showgirl," for the June 3 issue of "Life." Greene liked to photograph his former president in front of a back drop, but he was at his best in this series when she posed in the unlikely role of a gypsy fortune teller.

•

Judy Holliday is as interesting in print as she is entertaining on the screen, which makes her life's story in the June issue of "Redbook," by William Peters, as pleasant as a fresh breeze on a hot summer's day. "Full of Life," her latest film, is not ignored in the article; it is mentioned in the first paragraph and a scene with Richard Conte, her co-star, helps illustrate the article.

•

Four motion pictures are advertised in the June 25 issue of "Look," two facing half pages in color on "Night Passage" and "Sweet Smell of Success," a page ad in color on "A Hatful of Rain" and a page on "Love in the Afternoon."

•

"Silk Stockings," the M-G-M film starring Fred Astaire and Cyd Charisse, has been selected by "Seventeen" as the picture of the month for June.

•

McCall's sent a writer by plane to France for an interview with Gary Cooper and Audrey Hepburn during the filming of "Love in the Afternoon," the new A.A. picture. The interview developed into an interesting article which appears in the "McCall's Visits" department of the June issue. The article is introduced by a photo of Cooper and Hepburn enjoying a picnic lunch enhanced with some choice French beverages.

•

Tony Quinn, who won an Academy Award for his portrayal of Gauguin in "Lust for Life," is profiled in the June 9 issue of "American Weekly." He is a talented painter in his own right, and Liza Wilson, author of the article says "When he is playing a misfit in a picture, he's as happy as a clam at high tide."

•

Ruth Harbert, Hollywood editor of "Good Housekeeping," says in the June issue, "'12 Angry Men' is a story of what can happen inside a sweltering jury room. It is one of the most fascinating movies we've come across. Do yourself a favor—see it. '12 Angry Men' is not a gay or gala picture, but it's a good picture, well worth your time and your money."

WALTER HAAS

Gates Electe

(*Continued from page* 1)

nary, Richlands; Morton Thalhim Jr., Richmond; F. M. Westfall, Ma tinsville; secretary, Roy Richardso Suffolk; treasurer, William Dalke, J Woodstock; Council, Robert T. Ba ton, Jr., Richmond; executive secr tary, Carlton Duffus, Richmond.

Additions to the board of dire tors were Paul Roth, John Brouma and Kerry Crockett. Al Bernste conducted a promotion forum wi the help of Sid Zins, Columbia Pi tures, Mike Simons, MGM, and Mi Weiss, Paramount.

Bob Wile, executive secretary Independent Theatre Owners Ohio, spoke at the morning sessi regarding Ohio censorship legisl tion. Outgoing president Seymo Hoffman was presented with an e graved sterling tray at the closi banquet.

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BUT...will it b
a hit in your house?

It went over big in Big D . . . but before any show can be a success in *your* house, your equipment must be in condition to roll i perfectly. *Any* show can be a *better* show when equipment performs properly. That's where RCA Theatre Service comes in.

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It will pay you to write *now* fo complete information!

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Royal Bow for 'Prince and the Showgirl'!

Notables from the civic, entertainment, business and social worlds saluted the $50-a-ticket world premiere last night of "The Prince and the Showgirl" at Radio City Music Hall and the after-theatre champagne supper-dance in the Grand Ballroom of the Waldorf-Astoria Hotel for the benefit of the Free Milk Fund for Babies, Inc. The Milk Fund, of which Mrs. William Randolph Hearst is founder and president, reserved the entire first mezzanine of the Music Hall for the 9:00 P.M. performance of the Warner Bros. Technicolor release, starring Marilyn Monroe and Laurence Olivier. "The Prince and the Showgirl" was produced and directed by Olivier from a screen play by Terence Rattigan.

Warner Brothers president Jack L. Warner greets Marilyn Monroe and her husband, Arthur Miller, in the lobby of the Radio City Music Hall.

napped at the premiere are, left to right, Mr. and Mrs. Serge Semen- nko, Dody Heath, John Ringling North, Mrs. George Weatherill, Jack L. Warner and Russell V. Downing, Music Hall president.

Crowds unprecedented in the annals of motion picture premieres gathered outside the Music Hall. This photo shows a portion of the enthusiastic multitude.

mong the distinguished guests were, left to right: Mrs. J. St. C. haqueneau, Mrs. William Randolph Hearst, Jr., Mrs. Robert F. agner, Mrs. Perle Mesta and William Randolph Hearst, Jr.

Milton Sperling, producer of "Marjorie Morningstar" for WB, and Susan Oliver, who appears in "Tender Fury," WB release.

John Raitt, who stars in Warner Brothers' "Pajama Game," is here shown arriving at the Music Hall with Elizabeth Allen.

WATCH THE BIG EXPLOSION

ATLANTA, RIALTO · CHATTANOOGA, STATE · KNOXVILLE, RIVIERA · BIRMINGHAM, EMPIRE · CHICAGO, CHICAGO · ELGIN, CROCKER · CEDAR RAPIDS, PARAMOUNT · DAVENPORT, CAPITOL · ROCK ISLAND, FORT · FORT WORTH, WORTH · DALLAS, PALACE · WICHITA FALLS, WICHITA · AMARILLO, STATE SAN ANTONIO, MAJESTIC · AUSTIN, PARAMOUNT · BUFFALO, LAFAYETTE TROY, PROCTOR · WATERTOWN, TOWN · LOWELL, DRIVE IN · CLEVELAND, HIPPODROME · COLORADO SPRINGS, CHIEF · GREELY, CHIEF · CHEYENNE, PARAMOUNT · SANTA FE, LENSIC · LOS ANGELES, MULTIPLE RUN · LOS ANGELES, WILTERN · HOT SPRINGS, MALCO · FAYETTEVILLE, UARK · JONESBORO, STRAND · HARTFORD, E. M. LOEW · LAWTON, RITZ · NEW YORK, ASTOR ROCK ISLAND, PORT · CHARLOTTE, MANOR · GREENVILLE, FOX · FAYETTEVILLE, CAROLINA · WILMINGTON, COLONY · ST. PAUL, ORPHEUM · WASHINGTON, TRANS LUX · PHILADELPHIA, STANLEY · COLUMBIA, PALMETTO · SPARTANBURG, PALMETTO · EVANSVILLE, GRAND · MIAMI, MIAMI · BRIDGEPORT, HIGHWAY · SALT LAKE CITY, VILLA · BIRMINGHAM, MELBA · MONTGOMERY, EMPIRE · MACON, BIBB · MEMPHIS, MALCO · PEORIA, MADISON · WAUKEGAN, GENESEE · DES MOINES, DES MOINES · WATERLOO, PARAMOUNT · DALLAS, MAJESTIC · EL PASO, PLAZA · WACO, WACO · TYLER, TYLER · HOUSTON, MAJESTIC · GALVESTON, STATE · SAN FRANCISCO, PARAMOUNT · ALBANY, PALACE · SCHENECTADY, PROCTOR · SPRINGFIELD, BIJOU · CINCINNATI, KEITH · DENVER, DENVER · PUEBLO, CHIEF · GRAND JUNCTION, MESA · CASPER, AMERICA · DETROIT, PALMS STATE · SAN DIEGO, SPRECKLES · LOS ANGELES, HOLLYWOOD · FORT SMITH, MALCO · JACKSON, MALCO · OWENSBORO, MALCO · OKLAHOMA CITY, CENTER · PITTSBURGH, J. P. HARRIS PORTLAND, FOX · MILWAUKEE, WARNER · DAVENPORT, CAPITOL · GREENSBORO, CENTER · RALEIGH, VILLAGE · WINSTON SALEM, FLAMINGO DRIVE IN MINNEAPOLIS, ORPHEUM · NEW ORLEANS, ORPHEUM · SEATTLE, 5th AVENUE CHARLESTON, GLORIA · DURHAM, CAROLINA · TAMPA, PALACE · MIAMI, CARIBBEAN · MIAMI, MIRACLE · STRATFORD, BEVERLY · SALT LAKE CITY, UPTOWN

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ROBERT MITCHUM **JACK LEMMON**

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Screenplay by IRWIN SHAW · Directed by ROBERT PARRISH
Produced by IRVING ALLEN and ALBERT R. BROCCOLI
A WARWICK Production · A COLUMBIA Picture

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 81, NO. 116 NEW YORK, U.S.A., MONDAY, JUNE 17, 1957 TEN CENTS

EDITORIAL

Code Appeal Board

N. Y. Ticket Tax

By Sherwin Kane

REVISION of the appeal board membership of the Production Code to include independent producer and exhibitor representation as sanctioned last week by the Motion Picture Association board of directors is one more constructive step in the current MPA program to strengthen code machinery in the light of present day conditions. The first step consisted of the extensive revisions of the Code itself, which were completed last December.

The Code appeal board heretofore consisted of members of the board of MPA. The new appeal board will consist of 10 members selected from independent production and exhibition ranks in addition to the 10 MPA members.

•

The change meets some criticism and objection of the former Code appeal machinery that has been voiced from time to time by independent producers who felt that final decision on their appeals was being left to their competitors.

The MPA would seem to have been well advised in limiting the membership of the expanded board to industry people.

The inclusion of outsiders on the appeals board, considered at one time, could have invited uninformed and irresponsible opinions and considerations into code appeal matters. To some intent, it also would have involved a surrender of self-regulatory responsibility to groups whose utterances and actions, whether alien to industry viewpoints or not, never could be disassociated from the industry because of the tie their appeal board membership automatically would provide.

• •

IF the report of New York Mayor Wagner's fact-finding committee on the state of the city's motion picture theatres under the continuing

(*Continued on page 2*)

Marcus Urges Industry Unity For 'New Era of Prosperity'

Special to THE DAILY

ELKHART LAKE, Wisc., June 16—Producers and distributors will be urged to help re-establish an "era of prosperity" in the motion picture industry through a "more intelligent appraisal of production requirements and a more equitable and realistic method for the sale of their product" by Ben Marcus in his president's message to the convention of the Allied Independent Theatre Owners of Wisconsin, which gets underway here Tuesday and will last through Thursday.

Other speakers scheduled to address the convention include Milton Shapp, president of Jerrold Electronics Corp.; Herbert Barnett of General Precision Equipment Corp.; Larry Boggs of Video Theatres; and Julius Gordon, president of Allied States Association.

Marcus, in discussing the "steady

(*Continued on page 6*)

Hollywood Ignores Tastes Of Major Audience: Marcus

Special to THE DAILY

ELKHART LAKE, Wisc., June 16—Hollywood is not making the type of pictures preferred by the bulk of its theatre patrons—children, teenagers and young adults—Ben Marcus, says in his "president's message" to be delivered Tuesday to the convention of the Allied Independent Theatre Owners of Wisconsin here.

"Production to a great extent . . . continues to follow the age-old formula of making sophisticated comedies, musicals and antiquated costume pictures," he points out.

FCC Official Urges Tests of Pay Television

From THE DAILY Bureau

WASHINGTON, June 16.—Federal Communications Commissioner T. A. M. Craven declared over the weekend that there should be trial demonstrations of subscription television in

(*Continued on page 3*)

Compo Agenda Lists 11 Topics

Eleven items are listed on the agenda for the COMPO membership, board of directors and Executive Committee meeting which is to be held Wednesday starting at 10:30 A.M. at the Sheraton-Astor Hotel here.

The agenda follows: Election of

(*Continued on page 2*)

Australian Press Launches Attack On System of Licensing Drive-Ins

By FRANK O'CONNELL

SYDNEY, June 12 (By Air Mail)—Drive-in theatres are front page news here today as the result of a sustained campaign by a section of the Sydney press against the system of licensing these theatres. The "Daily Telegraph," a morning paper, has been conducting a particularly strong campaign aimed at: The Theatres & Films Commission; W. R. Harrop, chairman of the Commission; Hoyts and Greater Union Theatres circuits; both major political parties, but the Government (Labor) in particular. It is charged:

The Films Commission should not exist, because the issuing of licenses "protects" existing theatre interests and keeps out "independents," whose

(*Continued on page 2*)

Talks Resume

To Present Conciliation Draft Today

Report on Machinery for Arbitration Also on Agenda

The second all-industry meeting between exhibition and distribution representatives on formation of an arbitration and conciliation program will begin this morning at the Motion Picture Association of America's offices here with initial consideration being given to a draft of the industry conciliation plan approved in principle last month.

Officials of the MPAA, the national sales managers committee, Theatre Owners of America, Allied States Association, and Independent Theatre Owners Association met in mid-May regarding establishment of an arbi-

(*Continued on page 2*)

Complete Dais List For Montague Dinner

Harry Brandt, general chairman of the A. Montague-Will Rogers Hospital Testimonial Committee, announced at the weekend that final acceptances have been received from all the industry leaders who will be seated on the dais at the Waldorf-Astoria affair on June 19.

The dais guests are: Charles Alicoate, Richard Altschuler, Robert Benjamin, Jack Beresin, Rabbi Bernard Bernstein, Harry Brandt, Richard Brandt, Jackie Bright, Ralph

(*Continued on page 3*)

Television Today Page 6

Pathé

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PERSONAL MENTION

JOSEPH R. VOGEL, president of Loew's, Inc., returned to New York at the weekend from the Coast.

•

MILTON R. RACKMIL, president of Universal Pictures, left New York at the weekend for Hollywood.

•

NAT LEVY, RKO Radio Eastern sales manager, will be in Charlotte tomorrow from New York.

•

LINDA EINFELD, daughter of CHARLES EINFELD, vice-president of 20th Century-Fox, was married here on Friday to JOHN BUTLER HIRSCH.

•

CHARLES "BUD" BARRY, vice-president of Loew's, Inc., in charge of television operations, returned to New York at the weekend from Hollywood.

•

HERBERT WILCOX returned to London from New York yesterday via B.O.A.C.

•

MAURICE "RED" SILVERSTEIN, M-G-M home office executive, has returned to New York following a visit to the studio.

•

TAYLOR MILLS, Motion Picture Association information director here, is expected back at his office today following a short illness.

•

RUSSELL HOLMAN, Paramount's Eastern production manager, will leave here by plane today for Hollywood.

'Island' Grosses Pass 'Anastasia' and 'King'

Darryl F. Zanuck's "Island in the Sun" turned in "outstanding" opening day grosses in its initial 19 engagements with the 20th Century-Fox release running ahead of "The King and I" and "Anastasia," according to theatre reports.

Opening day grosses reported at the weekend included: "Allen, Cleveland, $4,305, the theatre's best opening day in three-and-a-half years: Rialto, Louisville, $1,975; St. Louis, St. Louis, $2,842; Centre, Denver, $3,355; Century, Baltimore, $3,235; Fox, Detroit, $5,300; Fox, Portland (Ore.), $2,435; Buffalo Theatre, $3,435; Fox, San Francisco, $4,936; Wisconsin, Milwaukee, $2,600.

Mexican Studios Threaten to Stop Production Over Union Pay Demands

Special to THE DAILY

MEXICO CITY, June 16—Mexican motion picture producers have threatened to suspend all studio activity starting at midnight July 31 if the Picture Production Workers Union persists in demanding pay increases of 50 per cent and other benefits for its members—particularly supporting actors and technicians.

Leading star players now average $50 a day, which is considered "big money" here. The supporting players are asking daily minimum pay rates as follows: first, $25; second, $20; third, $16; and for bit players, $8.

The producers association has declared it would be less expensive not to make films for a while than to meet these demands. The group's president, Gregorio Wallerstein, however, has expressed confidence that talks between the association and union representatives will result in peaceful settlement of the case.

On the other hand, leading exhibitors have said they fear that these labor difficulties will bring about a new low in domestic production this year.

Union heads have said that if the producers suspend production its members and those of the Alianza Cinematografica, cooperative of technicians, writers and manual workers, will make pictures together. Alianza has already produced seven films, of which four have been released.

Compo Agenda

(*Continued from page* 1)

MPAA representative to governing committee; treasurer's report, status of admission tax campaign, industry business-building program, with discussion of Audience Awards for 1957 and a continuance of the advertising in Editor & Publisher; report on negotiations for the return to membership of Allied States Association and the governing committee's recommendations, suggested amendments to the COMPO by-laws, discussion of proposed agreements as to tenure for Robert W. Coyne, COMPO special counsel, and Charles E. McCarthy, information director.

Also discussion of COMPO finances, authorization of 1957-58 dues campaign and approval of COMPO 1957-58 budget; new members, including a report on negotiations with TESMA for membership in COMPO; appointment of committees, including a revival of the committee that considered fire and liability insurance, new business.

Jacob Golden Dies

Jacob Golden, father of Herman Golden, assistant treasurer of Columbia Pictures International, died on June 3.

Conciliation

(*Continued from page* 1)

tration and conciliation system for the industry.

Following two-and-a-half days of conferences, the joint committee approved a conciliation program and named a three-man committee — Adolph Schimel, Herman M. Levy and an undisclosed representative of Allied—to prepare the draft of the conciliation program for presentation to all groups today.

This conciliation draft will be submitted to all of the groups participating in the current talks for approval.

A report on the organization and administration machinery necessary for an arbitration system in today's industry will be also presented by a three-man committee appointed last month. Schimel, Wilbur Snaper and Joseph Alterman will report on their research and meetings with officials of the American Arbitration Association.

Arbitration a Subject

Following the reporting by committees, it is expected that the joint industry group will commence discussions on an industry arbitration plan which, once finalized and acceptable to all, could mean the elimination of much litigation. The discussions will center on matters to be considered arbitrable.

Expected to attend today's meetings are: Allied: Snaper, Julius M. Gordon, Abram F. Myers and Nathan Yamins; TOA: Ernest G. Stellings, Alterman, Levy, Albert M. Pickus, Mitchell Wolfson and Si Fabian; ITOA: Max A. Cohen and Harry Brandt; MPAA: Eric Johnston and Ralph Hetzel; distributors: A. Montague, Charles M. Reagan, George Waltner, Robert J. Rubin and Adolph Schimel.

Columbia Dividend

Columbia Pictures' board of directors at a meeting held Friday declared the regular quarterly dividend of 30¢ per share on the common stock and voting trust certificates for common stock of the corporation, payable July 30 to holders of record July 1.

At the same time the board also declared a 2½ per cent stock dividend on the common stock and voting trust certificates for common stock, payable July 30, to holders of record July 1.

EDITORIAL

(*Continued from page* 1)

burden of the five per cent municipal admission tax does anything, it underlines the mistake made in 1954 when the city council and the mayor's administration enacted the tax, contrary to official promises only a short time before that the theatres would not be penalized in this manner.

The mayor's study committee now refers in its report to the theatres of the city as a "sick" industry. They were, in fact, sick at the time the tax was furtively foisted upon them. The city officials responsible for it either knew it at the time or could have learned it as easily then as they have now.

•

The city admission tax should be abolished as quickly as possible. Even the mayor's advisers obviously are convinced of that. It never should have been enacted in the first place.

Australian Press

(*Continued from page* 1)

willingness to risk their capital is their own business.

Harrop is not a good choice as chairman because of his past and present association with interests concerned in applications for licenses.

The big circuits, together with certain independent exhibitors, have objected to the building of drive-ins in the past, but now control six. They have been acting purely in their own interests and not those of the public.

The political parties would appear to be under considerable influence from the exhibitor interests. Allegations of crookedness are not absent and while "The Telegraph" seems more confident that the Labor Government is the major offender, it is needling the Liberal Opposition for its alleged lack of activity on the drive-in "scandal."

May Go to Labor Conference

It is seen possible that the controversy may be aired at the coming Labor Party annual conference, the supreme governing body of the party, and already there have been rumors of caucus disagreement on the question. In the midst of this discussion, news broke that Greater Union and Wollongong Theatres Ltd., an important South Coast circuit, have formed a joint venture to take over the controversial Fairy Meadow license. This was the first big drive - in dispute when American Al Rosen secured a license. Rosen sold out to Celebrity Artists Pty. Ltd., for a reported £30,000 (approx. $68,000) and Celebrity is reported to have sold to the new company for £50,000 (approx. $112,000).

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Toll-TV Test

(*Continued from page* 1)

order to give the public an opportunity to express its preference or disapproval of the medium.

In a speech delivered to the Maryland-District of Columbia Radio and Television Broadcasters Association, Craven said he is convinced "that this trial demonstration will give us the answers to many, if not all, of the toll television questions which now plague us, some of which cover such matters as classification of the new service; whether or not broadcast frequencies should be used; technical standardization; and possible changes in the Communications Act."

Craven declared that the "realistic way to ascertain whether or not this new service is real progress is to give the public an opportunity to express its preference based on field demonstrations."

Wants People to Decide

Harold E. Fellows, president of the National Association of Radio and Television Broadcasters, declared that the toll television issue should be determined not by the Federal Communications Commission but by Congress.

"The people of the United States through their elected representatives," he said, "should make the definite decision on whether they are going to have to pay for the right to view programs on their home TV sets."

Fellows also argued that tests of toll TV, as proposed by the FCC, would prove worthless. Such tests, he said, would only "confuse the issue" and would not truly indicate how toll television would operate permanently on a national scale. He said this was true because only when toll TV is authorized nationally would it begin to siphon off talent and programs from free television. Proposed tests in Oklahoma would be particularly worthless, Fellows added, because they use wire instead of the free TV channels that would be taken over by a permanently-authorized toll TV system.

Kramer Tour This Week

Producer - director Stanley Kramer this week launches a coast-to-coast personal appearance tour in behalf of "The Pride and the Passion." Initial stops are scheduled for Washington, D. C., Boston, Philadelphia and Chicago, where Kramer will hold mass press interviews and make TV-radio appearances. Immediately following the Washington and Boston stops, he returns to New York for a total of two days of campaigning.

Engel in New Contract

HOLLYWOOD, June 16.—Producer Samuel G. Engel, who has been with 20th-Fox since the studio's beginning in 1933, has signed a new contract under which his Samuel G. Engel Productions will produce exclusively for that company, starting with "Captive" and "Glorietta Pass."

REVIEW:

Triple Deception

Rank Film Dist. of Amer.—VistaVision

British mystery writers and producers of films in the thriller category have often demonstrated their superiority. This ingeniously contrived and carefully constructed crime picture is in that tradition. Excellently produced, directed, photographed (in Technicolor) and performed it is a major effort which succeeds on the screen and will succeed at the box office.

The story is of an international ring of gold smugglers and counterfeiters and their pursuit and spectacular capture by the police organizations of England and France working through Interpol. Michael Craig is the hero, a very personable one, and like the villains Brenda de Banzie, David Kossoff, Gerard Oury and Eric Pohlmann, and the girls Julia Arnall and Barbara Bates, performs creditably and credibly.

Craig, a ship's officer, bears a startling resemblance to a runner for the ring and in fact is mistaken for him by one of the gang and by local police. Brought to the Surete in Paris, he is cleared because the international police know that the real criminal has just been killed in a car crash. He is persuaded, however, to impersonate the dead man in order to get information about the ring. He undertakes the dangerous mission, lulls the suspicions of the ring, gets the information after several close calls including one in which Miss Bates, a lady detective, is killed, and wins the girl, Miss Arnall.

Development of the plot is by no means as straightforward as that summary would indicate, the involvements of the triple deception of the title being cunningly laid so as to heighten the suspense and the interest even down to the cliffhanger ending.

The picture, made at the Pinewood studios for the Rank Organization, was produced by Vivian A. Cox and directed by Guy Green. Running time, 85 minutes. General classification. Release, in July.

James D. Ivers

Ainslinger To Host 'Rain' Preview Tonight

United Nations Narcotics Commissioner Harry J. Ainslinger will be host at a special preview showing of 20th CenturyFox's "A Hatful of Rain," a drama of narcotics addiction, for a group of top diplomatic, civic and social figures tonight in Washington.

Commissioner Ainslinger is also the Commissioner of the Narcotics Division of the U.S. Treasury Department. Also on hand tonight will be two of the film's stars, Eva Marie Saint and Don Murray. Among other guests expected are Assistant Secretary of Defense, Frank Berry, David Kendall, Assistant Secretary of Treasury, Ralph Kelly, Commissioner of Customs, Senator Joseph O'Mahoney, Senator John Butler, and William Tompkins, Assistant Attorney General for the U. S.

255 Book 'Success'

Hecht, Hill and Lancaster's "Sweet Smell of Success" has been set for 255 July Fourth holiday key dates across the country, it was announced at the weekend by William J. Heineman, United Artists vice-president in charge of distribution.

AB-PT Film Slated

"Beginning of the End," first production of AB-PT Pictures, subsidiary of American Broadcasting-Paramount Theatres, Inc., will open in New York at the Paramount Theatre on Wednesday, July 3.

Film Course of MPIC Starts June 24 in L. A.

From THE DAILY Bureau

HOLLYWOOD, June 16. – The motion picture appreciation program instituted by the Motion Picture Industry Council and Los Angeles board of education gets under way June 24 at Fairfax High School with daily meetings continuing through July 3. Senior and junior high schools are to participate in discussions covering all phases of picture production, with Jerry Wald, Robert Wise, Jesse Lasky, Jr., Leon Ames, Elmer Bernstein, Leon Barsha and Hilyard Brown addressing the teachers.

S. C. Legislature Nears Adjournment

Special to THE DAILY

COLUMBIA, S. C., June 16.—The disposition of the bulky $143,500,000 general appropriations bill signaled a wild drive for adjournment of the South Carolina General Assembly late last week with Saturday being the day most mentioned as the deadline for state-wide matters. If it is accomplished by then, a couple of weeks of session for local matters only will probably follow before adjournment.

The theatre anti-blind checking bill was still pending in the legislature late last week with virtually no prospect of action being taken on it prior to adjournment. It is the last such bill now pending in a state legislature still in session.

PEOPLE

John Dougherty, formerly manager of the Art Cinema, Bridgeport, Conn., has joined Perakos Theatres Associates as manager of the Beverly Theatre, Bridgeport. He succeeds **Don Felix**, who has resigned to become manager of E. M. Loew's Milford Drive-in, Milford.

☐

Stanley Chapman, who operates the Swift Theatre, Swifton, Ark., has leased the New Theatre, Tuckerman,-Ark.

☐

Zygmund Chmielweski, formerly assistant shipper for RKO Radio in Albany, N. Y., has joined Universal Pictures there in the same capacity.

☐

Wynn Loewenthal, formerly of RKO Radio and "Film Daily," has joined the publicity staff of Warner Brothers.

☐

B. E. Hoffman, of Connecticut Theatre, New Haven, on June 24 will receive the "Shomrin Award" of the New Haven Committee for State of Israel Bonds.

Montague Dinner

(*Continued from page* 1)

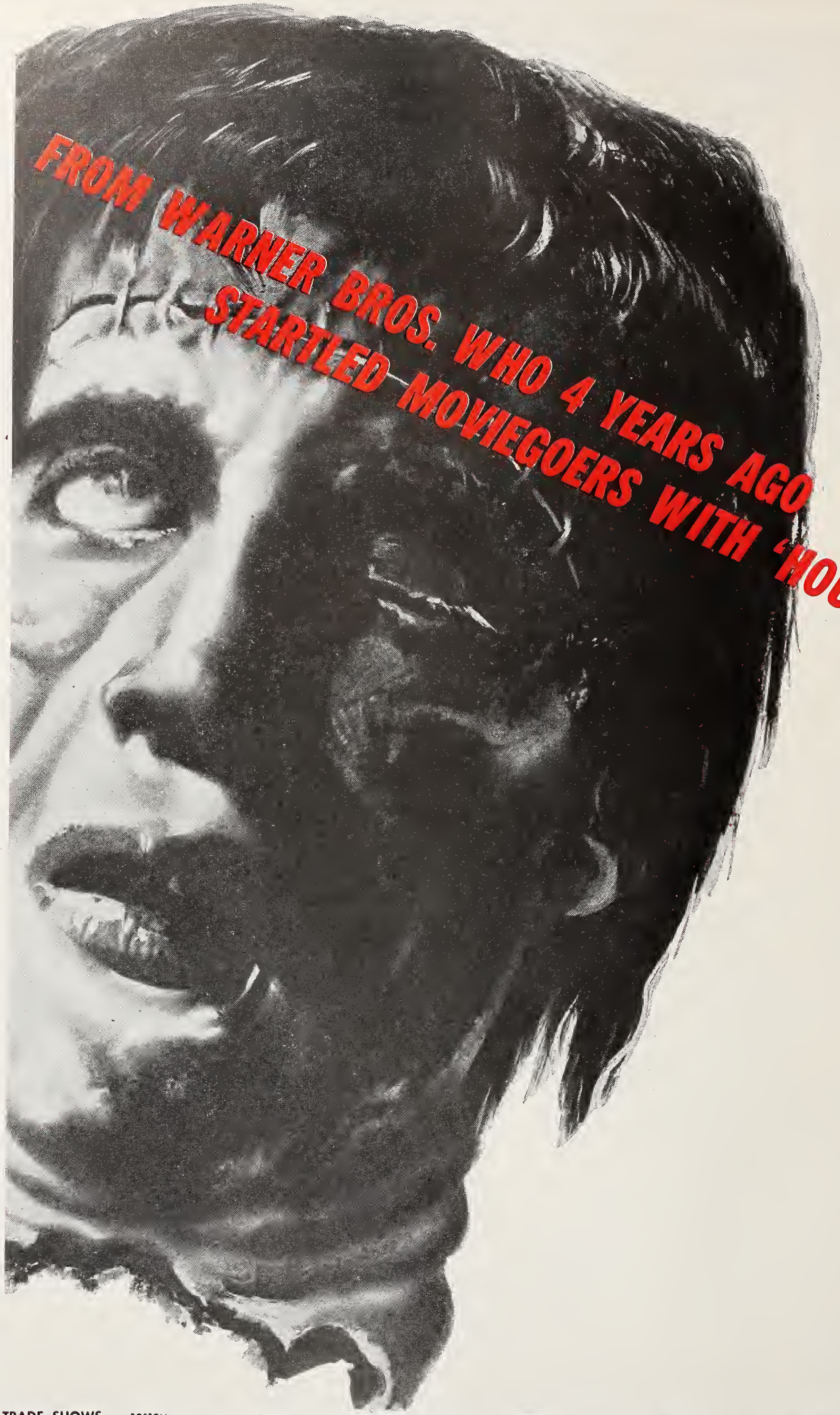
Cohn, Max A. Cohen, Tom J. Connors, Robert W. Coyne, Paul Cunningham, George Dembow, Ned E. Depinet, Russell Downing, Jay Emanuel, Gus S. Eyssell.

And S. H. Fabian, Charles J. Feldman, Alan Freedman, William Gaxton, William J. German, Leonard Goldenson, Maurice Goldstein, Julius M. Gordon, Abel Green, Roy Haines, Kenneth Hargreaves, Alex Harrison, William Heineman, J. Robert Hoff, Rube Jackter, Leo Jaffee, Harry Kalmine, Arthur B. Krim, Paul M. Lazarus, Jr., Margie Lewis.

Also, Arthur Mayer, Dr. Edgar Mayer, Joseph McConville, Robert Mochrie, William Morris, Jr., Charles Moskowitz, James Mulvey, John J. O'Connor, R. J. O'Donnell, E. K. O'Shea, David V. Picker, Eugene Picker, Samuel Pinansky, Martin Quigley, Jr.

And Milton R. Rackmil, Dr. Randolph Ray, Walter Reade, Jr., Charles M. Reagan, Sam Rinzler, Herman Robbins, Samuel Rosen, John H. Rowley, Dr. G. W. H. Schepers, Abe Schneider, Al Schwalberg, Fred J. Schwartz, Sol Schwartz, Harold Sharp, Ben Shlyen, Ned Shugrue, M. A. Silver, Noble Sissle.

Also, Ernest G. Stellings, Sam Switow, Morton Sunshine, Morton G. Thalhimer, Major Leslie Thompson, James Velde, Richard F. Walsh, Moe Wax, Murray Weiss and William White.


FROM WARNER BROS. WHO 4 YEARS AGO
STARTLED MOVIEGOERS WITH "HOUSE OF WAX"

This is o
of the a
in Warner Br
campaig
Pressbook
on the w

TRADE SHOWS JUNE 20

ALBANY
20th Century-Fox Screening Room
1052 Bway • 2:00 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Wallon St. N.W. • 2:00 P.M.

BOSTON
20th Century-Fox Screening Room
115 Bway • 2:15 P.M.

BUFFALO
Motion Picture Operators Hall
498 Pearl St. • 8:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
12 E. 6th St. • 8:00 P.M.

CLEVELAND
20th Century-Fox Screening Room
2219 Payne Ave. • 2:00 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 10:00 A.M.

DENVER
Paramount Screening Room
2100 Stout St. • 1:30 P.M.

DES MOINES
20th Century-Fox Screening Room
1300 High St. • 12:45 P.M.

DETROIT
Film Exchange Screening Room
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
Universal Screening Room
517 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 11:00 A.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Fox Westcoast Screening Room
1837 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 2:00 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Stanley Warner Screening Room
70 College St. • 1:30 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 1:15 P.M.

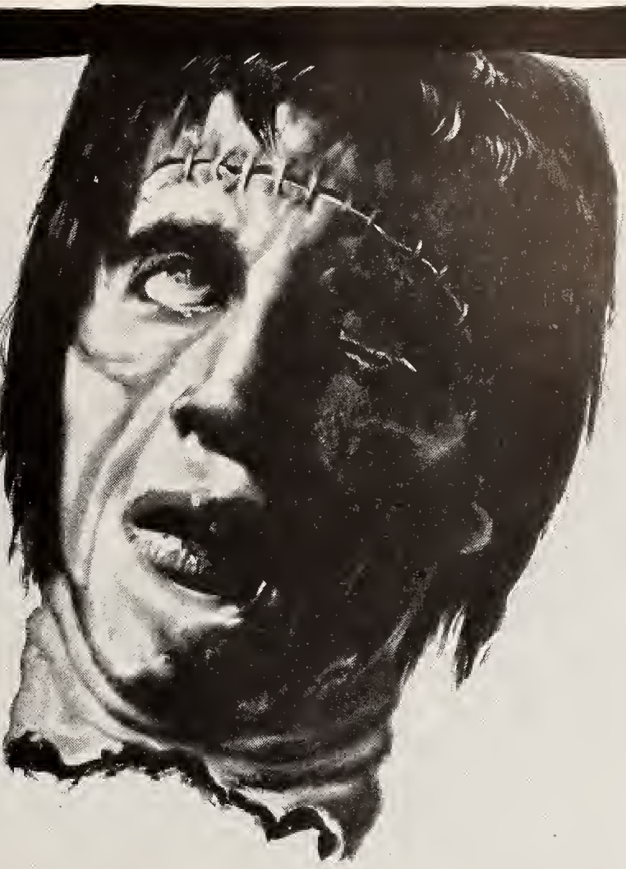
NEW YORK
Home Office
321 W. 44th St. • 2:00 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Leo St. • 1:00 P.M.

OMAHA
20th Centur
1502 Daven

PHILADE
Warner Scre
230 No. 13t

PITTSBUR
20th Centur
1715 Blvd.



HE CURSE OF FRANKENSTEIN”

WILL HAUNT YOU FOREVER!

IN COLOR BY
WARNERCOLOR

A NEW CONCEPT IN “HORROR” PICTURES

From Warner Bros. who 4 years ago startled moviegoers with ‘House of Wax’

Before it there had been no screen thrill like ‘House of Wax.’ Now we have the thrill to top it. For wild screaming terror and breath-stopping mastery of the macabre no picture ever made is in a class with this new story of the creature created by man and forgotten by nature. It's a terrific experience—better see it with someone brave!

ALL NEW AND NEVER DARED BEFORE!

PLEASE TRY NOT TO FAINT

Not recommended for people of nervous disposition.

RRING
ER CUSHING · HAZEL COURT · ROBERT URQUHART and CHRISTOPHER LEE · Screen Play by JIMMY SANGSTER · Directed by TERENCE FISHER · Executive Producer MICHAEL CARRERAS

PORTLAND
Star Screening Room
925 N.W. 19th Ave. • 2.00 P.M.

SALT LAKE CITY
20th Century-Fox Screening Room
216 East 1st South • 1:00 P.M.

SAN FRANCISCO
Republic Screening Room
221 Golden Gate Ave. • 1.30 P.M.

SEATTLE
Egyptian Theatre
2 00 P.M.

ST. LOUIS
Art Theatre Screening Room
3330 Olive St. • 1:00 P.M.

WASHINGTON
Stanley Warner Screening Room
13th & E. Sts. N.W. • 10:30 A.M.

Also at the same Trade Screenings...

DEAN JAGGER in
X...the Unknown

with EDWARD CHAPMAN LEO McKERN
and introducing MARIANNE BRAUNS
An original screen play by JIMMY SANGSTER
Produced by ANTHONY HINDS · Directed by LESLIE NORMAN
Executive Producer MICHAEL CARRERAS · A HAMMER FILM PROD.

Marcus Urges Industry Unity

(*Continued from page 1*)

decline in theatre attendance" over the past years in his speech released in advance here, will say: "One might reasonably ask, 'Did TV close all of those theatres or were they starved out because a steady flow of good box office pictures was denied them?"

The exhibitor leader will contend that Hollywood, "instead of gearing itself to the threat of television by producing a steady output of solid box office attractions, forgot that the public wanted good pictures first and technical embellishments second." With the new techniques there is "no unity," he will say, "because the industry never did make up its mind on which medium it wanted to adopt."

Sees Confusion Created

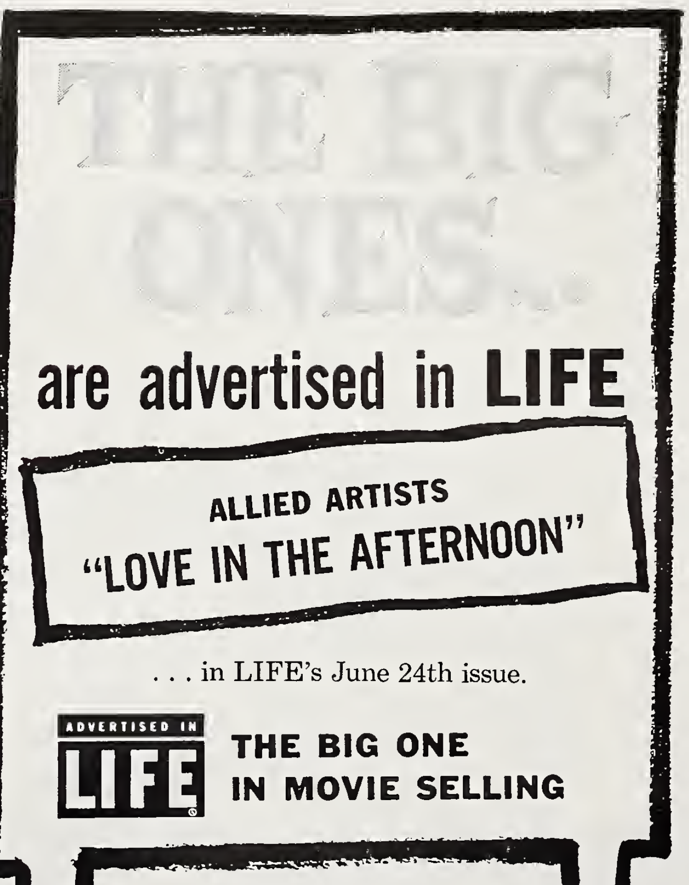
"As a result," Marcus will point out, "we are wallowing around today with all of these mediums and creating much confusion in the process. For example, one-half of the program in CinemaScope and the other half in a different wide-screen ratio. Unsuccessfully trying to combine CinemaScope trailers with standard trailers results in most theatres running standard trailers for CinemaScope attractions which does nothing to sell the beauty and breadth of CinemaScope. How can we intelligently sell all this confusion to the public?"

Turning to distribution, Marcus will assert that it "helped in the knockout punch to many theatres by maintaining an unrealistic sales policy. Precedents were swept aside. New high terms were demanded. 'No adjustments' became the new order of the day."

This policy, Marcus will contend, "worked well for the distributors for a time, and they continued to prosper while the exhibitors were gradually going out of business. Later the distributors came to feel the pinch through the closing of hundreds of theatres and their position became less secure through an additional drop in attendance which was mainly the result of an acute shortage of good product."

Albermarle Suit

A suit has been filed in New York Supreme Court by the owner of the Albermarle Theatre in Brooklyn against two circuits and others charging them with "impairing the property rights of the theatre" and "conspiring to deprive it of product." The suit asks damages of $4,122,500 and was filed against Century Circuit, Inc., and its various subsidiaries; RKO Theatres and its subsidiaries; Sol Schwartz, president of RKO Theatres; and Andrew, Inc., concessionaires.



THE BIG ONES...

are advertised in LIFE

ALLIED ARTISTS
"LOVE IN THE AFTERNOON"

. . . in LIFE's June 24th issue.

ADVERTISED IN LIFE

THE BIG ONE
IN MOVIE SELLING

Television Today

IN OUR VIEW

At a recent college seminar on contemporary broadcasting, Harold E. Fellows, president of the National Association of Radio and Television Broadcasters, ventured a handful of predictions as to what broadcasting might be like some 40 years hence, let us say in 1994. Mr. Fellows gazes into his crystal ball and comes up with a few suggestions which we feel are extremely likely to be part and parcel of daily living come another few decades in this age of automation.

All color, of course; television sets which will turn on and off automatically, especially in the youngsters' rooms, are among his predictions. He sees also a considerable degree of automatic action in the transmission of programs, as well as at the receiving end. Tape will be used to a great extent, and television in general will have become semi-automatic.

•

The association executive sees this automation reducing radically the time required for routine tasks, thus making it possible for greater emphasis on creativity in programming. Likewise will be possible greater concentration of public service programming, that all-important phase of broadcasting.

Mr. Fellows concluded: "To guarantee this medium's continued growth, four guideposts must be so solidly seated that nothing will disturb their permanence in the years to come.

"First, broadcasting must be privately operated.

"Second, the people should not have to pay for broadcasting.

"Third, broadcasting should be free to communicate the truth to the people.

"And fourth, there should be a constant endeavor to improve its stature and effectiveness as an instrument of advertising and selling."

•

This appears a sound and basically logical and intelligent credo, one which the industry will find a solid basis of energetic progress in the future.

The third point made by Mr. Fellows is of particular importance, and one which finds a case in point in the recent Nikita Krushchev interview over the CBS-TV network. It was, incidentally, a magnificent achievement in objective reporting and must at this moment be considered a "first" and "best" for the year to date. Congressman Victor L. Anfuso addressed a series of questions, via the *Congressional Record*, to Stuart Novins, moderator of the program. Dr. Frank Stanton, the astute president of CBS, Inc., considered the matter of sufficient importance and significance for him to answer Mr. Anfuso himself.

Taking the Congressman's questions one by one, Dr. Stanton proceeds succinctly to demolish the questioner and his right to ask such questions as "With whom did you clear the interview?" The Stanton answer was simple: "With nobody." The objective right of television, as a communications medium, to pursue that work for which it is designed and eminently suited, must be kept inviolate, and Dr. Stanton has done a fine service in that valued cause.

—*Charles S. Aaronson*

NTA Offers Advertisers 'Triple Exposure Plan'

A new programming plan which makes it possible for advertisers to reach three audiences for the price o one, was announced at the weekend by the NTA Film Network.

"We feel that the 'Triple Exposure Plan' is a dramatic answer to today's spiralling television costs," said William M. Koblenzer, sales manager o the NTA Film Network. Presentations of the network's new pattern o selling will be made to advertising agencies beginning this week.

Three Half-Hour Shows Weekly

The plan offers three advertisers representation on three different half hour programs weekly on the NTA Film Network. Each advertiser receives a one-minute commercial and opening and closing billboards on each of the three programs weekly so that each of the three advertisers i represented on the network by nine commercial impressions on three different programs each week.

The programs offered under the "Triple Exposure Plan" by the NTA Film Network are "How to Marry a Millionaire," produced by 20th Century-Fox for NTA; "This Is Alice," and "The Last Marshal," produced for NTA by Desilu Productions.

Green to ABC-TV

John B. Green has been appointed manager of the ABC-TV program department, effective immediately, to succeed J. English Smith, who resigned to return to Hollywood. Green, formerly an associate producer on the executive staff of Wide Wide World, will be responsible fo the administration of the ABC-TV program department.

NBC Sales Meet

NBC Television Films, a division of California National Productions will hold a two-day sales meeting a the Greenbrier Hotel, White Sulphu Springs, W. Va., July 12-13.

Motion Picture Daily Feature Reviews

Joe Dakota

Universal-International

HOLLYWOOD, June 16

Jock Mahoney and Luana Patten, two of Universal-International's young stars-in-making, give good account of themselves in this unique melodrama filmed in Eastman color. The story is unusual in subject and setting, and the production, by Howard Christie, does full justice to narrative and players. Charles McGraw, Barbara Lawrence, Claude Akins and Lee Van Cleef head up a capable supporting cast well directed by Richard Bartlett.

The screenplay by William Talman and Norman Jolley, opens with Mahoney arriving, horseback, in a small central California settlement where, in 1876, all the townsfolk are engaged in helping a recent arrival drill for oil on a piece of land they believe to have been deeded over to him (Charles McGraw) by an Indian named Joe Dakota whom they have lynched for attempted assault on Miss Patten. They try to persuade Mahoney to go away, but he persists in staying on and asking questions about the whereabouts of the Indian.

Getting no answer from them, he goes to the county seat and finds the filed claim signed Joe Dakota which proves to him, since he knows those are the only two words the Indian had learned to write, that the land is his. Returning, he takes possession of the land, protecting it by rifle, and the followers of McGraw begin to change their minds about the ownership.

When Miss Patten, reciting the circumstances of the assault upon her, mentions her attacker's whiskered cheek, he realizes the Indian was innocent, as Indians do not grow whiskers, and suspects McGraw of framing the event in order to get the Indian hanged and thus acquire the property. When, at story height, the oil well comes in, McGraw and Mahoney battle in the rain of oil and the townsfolk, weary of the strife, destroy the well and return to peaceful ways.
Running time, 79 minutes. General classification. Release, in September.

WILLIAM R. WEAVER

Calypso Heat Wave

Columbia

HOLLYWOOD, June 16

Producer Sam Katzman has put together here a large number of widely recognized and warmly regarded experts in the field of calypso music, giving each an abundance of running-time in which to perform his or her or their respective specialty. And he has done this without sacrificing a narrative story which compares well with many that have served the more serious purpose of straight fiction filming. The result of this skillful combining of a basic plot with an all-out display of the calypso musical form that is the juke-box, disk-jockey and dance-band rage of the season is an attraction certain to take excellent care of itself business - wise at this point on the calendar.

The screenplay by David Chandler, from a story by Orville H. Hampton, casts Paul Langton as owner of a small but successful record company, control of which is coveted by a juke-box king played by Michael Granger, who moves in on Langton in the way the mobsters of Capone days moved in. Langton's girl publicist, played by Merry Anders, and his top singing star, played by Johnny Desmond, with an assist from Granger's girl friend, played by Meg Myles, aid Langton in frustrating Granger's efforts, eventually, without violence on either side.

Songs and dances sprinkled liberally throughout the picture range from solo number, quartettes and groups, to full-scale production numbers employing singing and dancing choruses. Direction is by Fred F. Sears and the dances were staged by Josephine Earl.
Running time, 86 minutes. General classification. Release, in June.

W. R. W.

The Third Key

Rank Film Dist. of Amer.

An exceptionally interesting, if somewhat talky, British cops-and-robber thriller is the latest J. Arthur Rank film to be released here by Rank Film Distributors of America. Aside from the rousing climax, the picture is conspicuously lacking in action but the story is so well told and acted only the dyed-in-the-wool action fan should object.

Jack Hawkins plays a Scotland Yard superintendent assigned to a safe robbery case apparently committed by a man completely unknown to the police. He and his assistant discover that a number of other safes of the same make have been robbed over a period of two years, all of the crimes unsolved. The crook has no trouble getting into them so it is deducted he has a key for each. Inquiries at the firm of the safe-makers prove no one on the staff is suspect. When another safe is rifled, the thief's first mistake is made by running down a witness and killing him.

The police are able to trace the car and with the aid of a few seemingly minor clues also are able to discover the identity of the criminal, a man whom the safe-making company had listed as dead. Hawkins then "arranges" another robbery which he is almost sure will be attempted. When the crook does appear, things start popping and he and his accomplices are captured.

Hawkins, always a capable actor, is extremely good and provides the only name of note for the marquee but the rest of the cast is equally fine. This Michael Balcon production was directed by Charles Frend and written by Janet Green and Robert Barr. Tom Morahan was associate producer.
Running time, 96 minutes. General classification. Release, in June.

JAY REMER

The Night the World Exploded

Columbia

Here is another exercise in science fiction as theorized and dramatized by producer Sam Katzman's ever-active crew of researchers. This time they have come up with a weird new element–E-112 – harmless as long as it is neutralized by the hydrogen in water but which expands and explodes with atomic force when it is exposed to the nitrogen in air. Upon this gimmick, Katzman, director Fred Sears and writers Jack Natteford and Luci Ward have constructed a yarn of extremely dubious science and of elementary fiction. It is, however, exploitable.

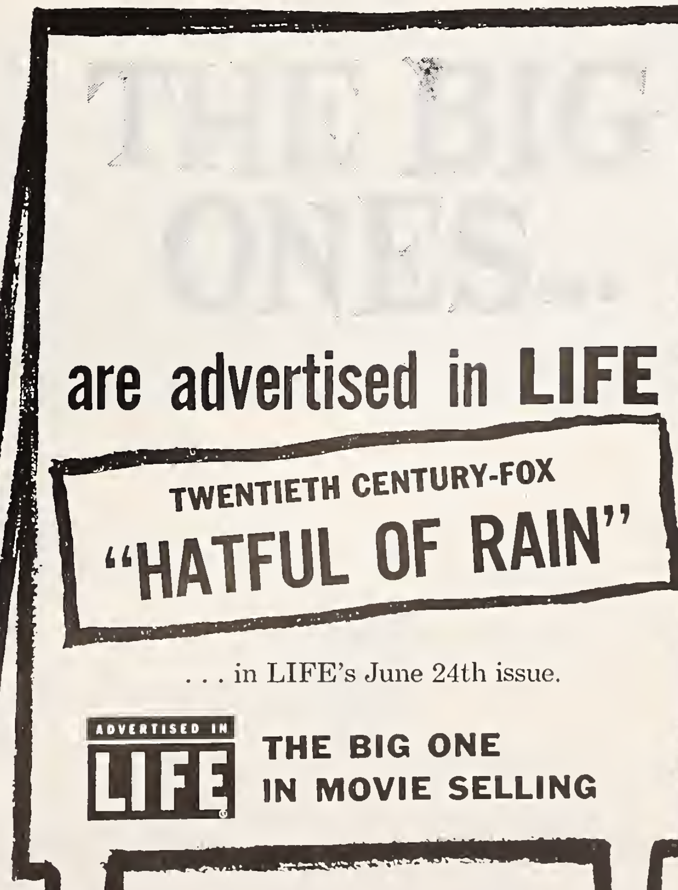
The story centers around research scientists William Leslie and his pretty assistant, Kathryn Grant, who have come up with a new gadget, the photometer which measures the "earth pressure" as a barometer measures air pressure. The ingenious device predicts an earthquake, which comes to pass, and subsequently still greater quakes. Knowing that something obviously is rotten with the perihelion, the Leslie-Grant team start their investigations, leading eventually to discovery of E - 112 which, slowly pushing toward the earth's surface, threatens to blow up the entire world.

A certain amount of suspense is built up along the way–at one point Miss Grant is trapped at the bottom of a deep Carlsbad cavern—and the special effects and newsreel earth quake clips are effective. The ending is on a note of cooperation: the countries of the world band together to flood all E-112 areas, and Miss Grant and Leslie declare their love and respect.
Running time, 64 minutes. General classification. Release, in June.

VINCENT CANBY

Set Red Hearings

WASHINGTON, June 16. – The House Un-American Activities Committee scheduled hearings in San Francisco this week on Communist activity in theatre, television and other professional groups. Chairman Walter (D., Pa.) said the hearings would be conducted by a subcommittee meeting in the city hall Tuesday through Friday.


THE BIG ONES...
are advertised in LIFE

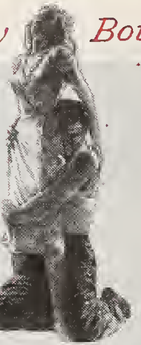
TWENTIETH CENTURY-FOX
"HATFUL OF RAIN"

. . . in LIFE's June 24th issue.

ADVERTISED IN LIFE

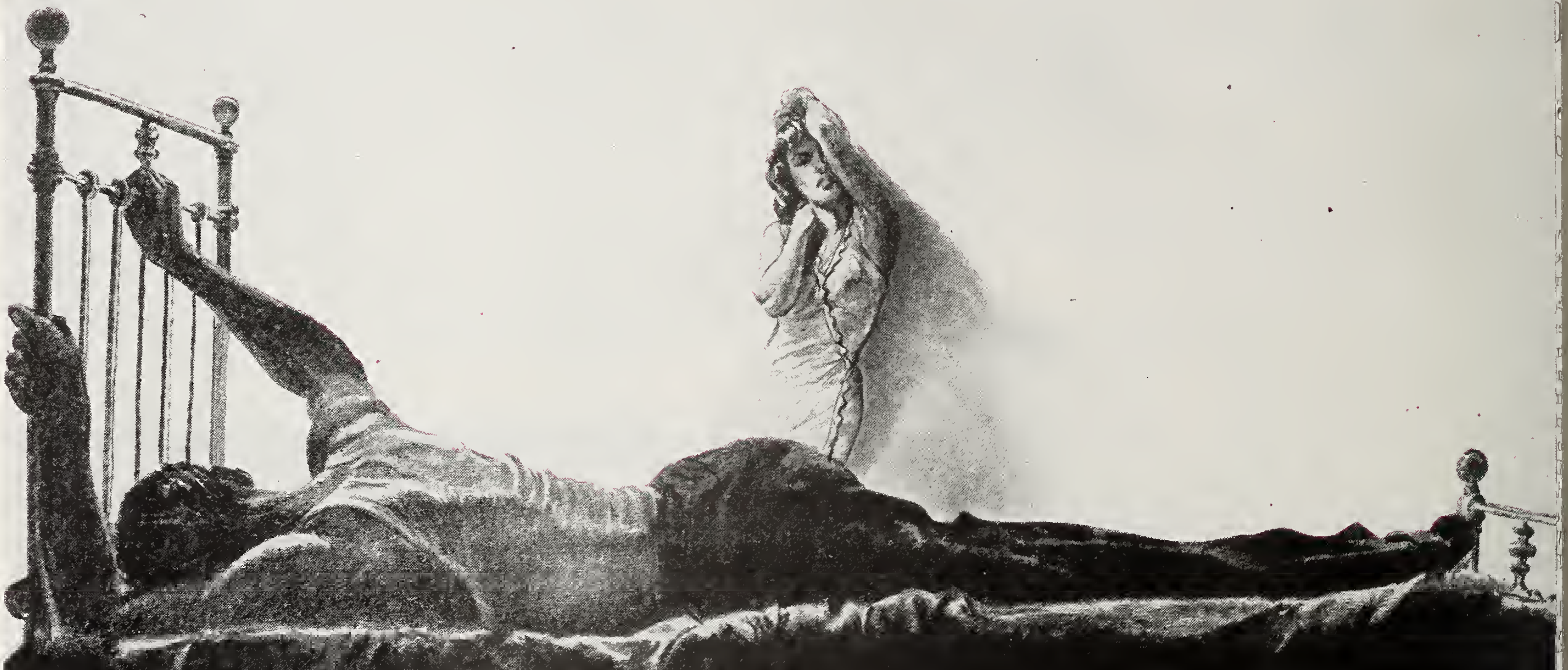
THE BIG ONE
IN MOVIE SELLING

. . . . .The Motion Picture That Crosses A New Boundary In Screen Entertainment .



A HATFUL OF RAIN

CINEMASCOPE



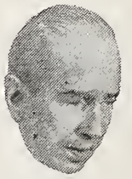
Johnny Pope, husband, brother, father to be. A handful of medals made him a hero. A heartful of longing made her love him. A "hatful of rain" made him a man to fear . . . or love even more!

from 20th Century-Fox

starring EVA MARIE SAINT

DON MURRAY

ANTHONY FRANCIOSA



LLOYD NOLAN

PRODUCED BY BUDDY ADLER / DIRECTED BY FRED ZINNEMANN / SCREENPLAY BY MICHAEL VINCENTE GAZZO and ALFRED HAYES

Based on the Play by Michael Vincente Gazzo • As Produced on the Broadway Stage by Jay Julien

*This ad will appear in **LIFE**. It is one of the ads in the national magazine campaign pre-selling 60 million moviegoers!*

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 81, NO. 117 NEW YORK, U.S.A., TUESDAY, JUNE 18, 1957 TEN CENTS

For Product

Pay-TV Would Be a Welcome Outlet: Disney

Sees BV Releasing Product On 'Day-and-Date' Basis

Subscription television, "if and when it becomes a reality," represents to Buena Vista Film Distributing Co. "a logical method of expanding distribution channels for theatrical motion pictures," in the opinion of Roy Disney, president of the releasing arm of Walt Disney Productions.

Roy Disney

Disney, calling pay-as-you-see-TV "the theatre of the air," declared at

(*Continued on page* 5)

Predicts $30,000,000 Annual Gross for BV

As a result of an increase in all Walt Disney activities—motion picture production, television interests and merchandising tie-ups—Buena Vista Film Distributing Co. anticipates a $30,000,000 gross for the fiscal year

(*Continued on page* 5)

Weintraub, Schubert Form New TV Outfit

A new television producing and distributing firm, Telestar Films, Inc., has been formed by Sy Weintraub, former head of Flamingo Films, and Bernard Schubert, president of Ber-

(*Continued on page* 4)

CS Newsreels For Summer

Plans for production and distribution of a CinemaScope version of the Movietonews newsreels were finalized by officials of 20th Century-Fox and Movietonews at meetings held here late last week, it was learned here yesterday. The CinemaScope newsreel, the first of its kind, will be in black-and-white and will be available for exhibition in early summer, it was said.

Plans to produce a CinemaScope newsreel were formulated after a survey by the company of its cus-

(*Continued on page* 2)

Norman Robbins Heads Lodge Fund Campaign

Norman Robbins, executive of National Screen Service, has been named chairman of New York's Cinema Lodge of B'nai B'rith's 1957 fund-raising campaign on behalf of the B'nai B'rith agencies, it was announced yesterday by Robert K. Shapiro, president of Cinema Lodge.

Robbins, a vice-president of Cinema Lodge, announced that the initial 1957 fund-raising project of the Lodge will be the sale of 500 con-

(*Continued on page* 5)

Joint Exhibition-Distribution Unit Acts

Conciliation Draft Unanimously Okayed

Also Takes Up Report on Arbitration Machinery; To Resume Meetings Today

By LESTER DINOFF

The joint exhibition-distribution committee which met here yesterday for the second conference on formulation of an arbitration and conciliation program for the motion picture industry unanimously approved its committee's draft on conciliation, it was announced by the Motion Picture Association of America.

The representatives of theatre groups, the MPAA and the national sales managers committee, also took up another committee report on administrative arrangements on arbitration and discussions will continue on this at today's meeting.

While no details of the conciliation program were revealed in the MPAA announcement, it is under-

(*Continued on page* 5)

Urge Control Of TV Sports

By J. A. OTTEN

WASHINGTON, June 17 — The anti-trust division urged Congress today to preserve the Government's present authority to regulate radio and television rights to baseball and other major sports contests.

Anti-trust Chief Victor Hansen, submitting a statement as a House Judiciary Subcommittee opened

(*Continued on page* 3)

REVIEW:

A Hatful of Rain

20th Century-Fox—CinemaScope

Michael Gazzo's successful Broadway play, "A Hatful of Rain," which dealt with the personal tragedy of a family that discovers one of its members is a drug addict, has been transferred to the screen virtually intact by 20th Century-Fox. If anything, the story line is even tighter and more logically developed on the screen; the sense of time and place (New York today) is more real; and the performance by one of the leading actors is a decided improvement over his stage counterpart. The result is that exhibitors can promise film patrons the kind of strongly emotional dramatic experience which is not easily come by anywhere these days.

On Broadway the play derived most of its impact from brilliant acting,

(*Continued on page* 5)

Publisher Phase of Business Plan Endorsed

The advertising and publicity directors committee of the Motion Picture Association of America yesterday, unanimously approved a presentation on the editor and publisher phase of the joint industry business building program and will submit this proposal to the Council of Motion Picture Organizations for con-

(*Continued on page* 5)

TRADEWISE on page 2

Television Today on page 4

CARY GRANT DEBORAH KERR in Leo McCarey's AN AFFAIR TO REMEMBER presented by 20TH CENTURY-FOX CINEMASCOPE COLOR BY DE LUXE ADVERTISED IN THE JULY ISSUE OF Redbook Over 7,000,000 Primary Readers THE MAGAZINE FOR YOUNG ADULTS

PERSONAL MENTION

B. G. KRANZE, Stanley Warner Cinerama vice-president, has returned to New York from England and the Continent.

•

Wolfe Cohen, president of Warner Brothers International, is in London from New York.

•

Floyd B. Odlum, president of Atlas Corp., will return to New York today from England aboard the "Queen Mary."

•

Theodore R. Kupferman, vice-president and general attorney of Cinerama Productions Corp., has returned to New York from Europe.

•

L. D. Netter, Jr., vice-president of the Todd-AO Corp., left New York yesterday for Florida.

•

Adrian Weiss, producer, arrived in New York yesterday from the Coast.

•

Robert Sarnoff, president of National Broadcasting Co., and **Mrs. Sarnoff** will return to New York from Europe today aboard the "Queen Mary."

•

Lois Resnick, daughter of **Mrs. Geraldine Wagner Resnick**, of Warner Brothers' home office advertising department, will be married here on June 30 to **Gilbert Price**.

•

Charles Bennett, writer-director, left here yesterday for London via B.O.A.C.

•

Arthur DeBra of Motion Picture Association of America has entered St. Francis Hospital, Poughkeepsie, N. Y., for a checkup.

•

Melville Shavelson, director of Paramount's "Beau James," will arrive in New York today from Hollywood.

•

Sol A. Schwartz, president of RKO Theatres, became a grandfather on Sunday with the birth of a son at Lebanon Hospital, Bronx, to **Mrs. Leonard Schwartz**. Father of the child is with Music Corp. of America.

•

Irving Sochin, general sales manager of Rank Film Distributors of America, is in Chicago today from New York.

•

Morey R. Goldstein, Allied Artists vice-president, returned to New York yesterday from Hollywood.

TRADEWISE

By ONLOOKER

CHANGES in the make-up of the Production Code appeals board announced by Motion Picture Association of America last week could hasten United Artists' return to MPAA membership, a high official of the company said. Dissatisfaction with the appeals board was one of the reasons for UA's resignation. The company's close links with independent producers made it sensitive to complaints from that area on occasion that with only MPAA board members sitting on the appeals board it became a case of having an appeal heard and decided by one's competitors. . . . However, the UA executive indicated that the company's reservations on rejoining MPAA are not limited to the code appeal system and that other matters must be resolved before UA again becomes a dues-paying member of the Association. . . . Bob Taplinger's publicity crew at Warners is that proud of the publicity breaks they landed for the charity premiere of "The Prince and the Show Girl" (here's another, b'gosh!) at Radio City Music Hall last Thursday. Virtually every Gotham daily carried at least one photo (some made Page One) the next day, and papers as far west as California did the same. . . . While the social side of the premiere, a champagne supper dance at the Waldorf afterward, was sponsored by Mr. and Mrs. William Randolph Hearst, Jr., the newspaper breaks were by no means limited to Hearst papers, although, naturally, the latter did not ignore the affair. And, of course, the presence of one Marilyn Monroe, whose photos are known to be looked upon with favor by picture editors, didn't hurt none. The Warner coterie is immodestly terming its own performance and the publicity results "a return to good, old-fashioned showmanship."

MIKE TODD only now is sending out over-size "thank you" cards to critics who reviewed his "Around the World in 80 Days" last fall. The card pictures an "Oscar" in gold and says "Thanks! for what you said . . . wrote about 'Around the World in 80 Days.' It all helped to get this. (The Oscar). Forgive my delay in sending this note but I have become a playboy." . . . Barney Balaban and Paul Raibourn were among the large and interested audience which previewed Du Mon't new television models at the Delmonico here last week. Paramount, of course, still has a substantial interest in Du Mont Lab, the manufacturing company, although its greater interest now is in the new Du Mont Broadcasting Co. . . . Dr. Allen Du Mont told those present his company wouldn't be making a color TV set this year because they don't believe color is quite ready for the market. When it is, chances are Du Mont will use the Lawrence color tube, half owned by Paramount. . . . Eric Johnston said he'll answer TOA and other criticism of his Los Angeles press conference statement that pay TV could be a good thing for everyone in the industry, exhibitors included. Wanna bet? How would you explain, assuming you had to, just how pay TV is going to benefit exhibitors? Thinking up the answer is likely to take so much time the whole thing will be forgotten first. . . . TOA-TESMA already are asking possible visitors to their Miami convention and trade show next fall to make hotel reservations at once. They have space commitments in a half-dozen hotels in addition to the Americana, convention headquarters, so heavy is the attendance expected to be. . . . Roy Kalver, president of Indiana Allied, denies that his organization was delinquent in dues payments to the national unit, as reported in this space recently. "Dues have been paid to July 1 for quite some time," he writes. And: "the status of our collections in this office has never been better than it is at the present time. . . . our records have never looked so good for the number of theatres paying and for the promptness with which they remit." . . . Indiana Allied is indeed fortunate. Might even say unique.

CS Newsreels

(*Continued from page* 1)

tomers' receptibility to such product. According to a top 20th-Fox official, the market for newsreels has improved in recent months due to two factors—the demise of the Warner Pathe and Paramount newsreels and the type of news coverage afforded the public by television.

To Set 'Eagels' Dates Four Weeks in Advance

Columbia Pictures' sales force has been instructed to accept "Jeanne Eagels" bookings in key cities only when the playdate can be set definitely four weeks in advance, it was announced yesterday by general sales manager A. Montague.

Montague said that four weeks was considered the minimum time necessary to mount a local advertising and promotional campaign "befitting the George Sidney production." The film will be released in August.

MPIC Honor Tomorrow For Past Head, Reagan

From THE DAILY Bureau

HOLLYWOOD, June 17 — The Motion Picture Industry Council will honor past president Ronald Reagan with its Distinguished Service Award at a dinner meeting Wednesday in the Beverly Hilton Hotel.

George Murphy, incumbent president of MPIC, will make the presentation citing Reagan's "inspiring leadership and devoted service to the motion picture industry."

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PEOPLE

Murray Silverstone, president of 20th Century-Fox International, and **Mrs. Silverstone** were hosts at a house and garden party at their Scarsdale home to announce the first of a series of dinners to be held under sponsorship of the International Cultural Center for Youth in Jerusalem, a project of the inter-faith organization, Children to Palestine. **Mrs. Silverstone** is chairman of the Cultural Center project.

□

Robert Corkery, vice-president of the Motion Picture Export Association, will receive the order of the Cruzeiro Do Sul. The award was authorized by President Kubitschek of Brazil.

□

Edward C. Dowden, former New York City newspaper man and one-time publicity manager of Republic Pictures, has joined Shamrock Studios, Winter Park, Fla., as director of advertising and publicity.

□

Bill Pegler, son of **Jack Pegler**, president of Television Zoomar Corp., has joined T. Z. in a national sales capacity. A graduate of University of Arizona, he served for a while with the Scott Henderson Advertising Agency, Tucson.

□

Martin Friedman, formerly sales representative with Warner Brothers and Paramount, has joined AB-PT Pictures as producer's representative. He will headquarter at the Republic Pictures home offices in New York.

Would End Practice Of BDSA Appointments

From THE DAILY Bureau

WASHINGTON, June 17. – Commerce Secretary Weeks said he would gradually end the practice of having industry officials serving in executive posts in the various industry divisions of the Business and Defense Services Administration.

Commerce has been using industry executives as "without compensation" officials to be the top or number two man in each industry division. For example, executives from the motion picture equipment industry or some allied field have been rotating in the number two spot of the Motion Picture Division under Film Chief Nathan D. Golden. In other divisions, an industry official has headed the division, with a full-time government employe as number two man.

The use of "without compensation" industry officials has been repeatedly criticized by Congress. Weeks said he had concluded that there was some justification for this criticism, and that in the future, industry officials would be used in advisory jobs but not executive posts, and that the top BDSA jobs would all go to full-time government employes. Weeks said present industry officials in BDSA posts would not be replaced when their present terms expire.

Control of TV Sports Urged

(Continued from page 1)

hearings on anti-trust coverage of major sports, said there was "little doubt" that the antitrust laws now apply to the sale of television and radio rights covering sports contests. Unreasonable restrictions on these transgress the anti-trust laws, he declared.

Hansen said Congress should be extremely cautious in proposing any anti-trust exemptions for sports. And, he declared, "whatever position Congress takes on the antitrust coverage of the organizations of sports itself, this department strongly urges that our present jurisdiction over restraints on the sale of TV and radio time not be curtailed."

Some bills pending before the subcommittee would exempt the sports organizations from the anti-trust laws, but keep antitrust jurisdiction over broadcast rights.

The explosive question of the role of subscription television in prompting the recent Dodger-Giant shift to the West Coast came up briefly during testimony by House Commerce Committee Chairman Harris (D., Ark.), whose bill would exempt all aspects of sports, including broadcast sales, from the anti-trust laws.

Subcommittee Chairman Celler (D., N.Y.), a leading opponent of subscription television, said that under Harris' bill clubs could "conspire to black out free radio and television."

Harris said he didn't think the public would permit this to happen. He added that he had read in the papers about "so-called under-the-table operations" in the Dodger-Giant shift, and noted that the commerce committee had already raised substantial questions with the Federal Communications Commission about the FCC's legal rights to authorize toll TV.

Optimistic on Settling Philippine Problems

Recent developments on a governmental level in the Philippine Islands have given Leo Hochstetter, overseas representative for the Motion Picture Export Association, an optimistic viewpoint for a settlement of the problems confronting MPEA member companies on remittances, taxes and block funds.

Hochstetter, who arrived here over the weekend from Manila, will report to the board of directors of the MPEA on the status of his Philippines negotiations.

The MPEA official yesterday said he will inform his superiors he is tremendously encouraged about Philippines Congressional and presidential actions recently which have favorably affected his discussions on a new film agreement.

Consideration Today

Hochstetter said he has withheld giving MPEA member company heads in the Philippines instructions on serving their customers with a 30-day notice for withholding of service. He said that this matter along with minimum terms for a settlement of official remittance matters, blocked funds problems and tax matters will be taken up by the MPEA board today.

The foreign managers group will also take up the Spanish film situation and minor contract modifications in Denmark. Also on the agenda for today's MPEA meeting are the European Common market, master license formula, an Indonesian matter, an Italy remittance problem, and the New Zealand film board.

Name New Officers for Catholic Actors Guild

The executive board of the Catholic Actors Guild has announced the appointment of Walter Kiernan, radio and TV personality, and newspaper correspondent, to head the guild as president, replacing the late Gene Buck. As vice-president, Pat O'Brien, who held the position in former years, and who will be in the East this coming season, has been appointed to take the place of the late Gene Lockhart.

Additional changes made necessary were: Charles J. Maguire, motion picture executive, was made chairman of the executive board, the position previously held by Walter Kiernan, and James E. McMahon, former actor now associated with McCarthy Brothers & Associates, was appointed to the executive board.

Kaufman Buys Rights To 300 Guignol Plays

From THE DAILY Bureau

HOLLYWOOD, June 17–Producer Joseph Kaufman today disclosed the acquisition of world motion picture rights, outside of France, to 300 plays presented by that nation's famed Grand Guignol. The deal also includes stage rights.

'80 Days' in Cleveland

CLEVELAND, June 17 – Michael Todd's "Around the World in 80 Days" opened at Loew's Ohio Theatre here at a benefit premiere with all proceeds over and above the basic expenses, going to the Cuyahoga County unit of the American Cancer Society.

Orth Work to Makelim

HOLLYWOOD, June 17–Producer Hal R. Makelim, whose "Valerie" will be released in August by United Artists, today disclosed the purchase of "Dead of Night," by Marian Orth, which will be filmed in Italy.

TENT TALK

Variety Club News

BOSTON – Judge Pappas has again invited members of the Variety Club of New England to be his guests at Suffolk Downs, East Boston, Thursday. This "Day at the Races" includes a cocktail and buffet luncheon and a free daily double ticket.

△

CHICAGO – The annual theatre collection drive sponsored by the Variety Club of Illinois will take place in August. Funds resulting from the drive will, as in the past, be donated to benefit La Rabida Sanitarium.

△

DETROIT–Tent 5 will stage its annual golf party here on Monday, it was announced by co-chairmen of the entertainment committee, Milton Zimmerman, branch manager of Columbia Pictures, and exhibitor Irving Belinski. The affair will be held at the Tam O'Shanter Country Club, Orchard Lake Road.

Ready Theatre for Bow Of '80 Days' in London

From THE DAILY Bureau

LONDON, June 17. – Michael Todd's "Around the World in 80 Days" will have its premiere here at the J. A. Rank Astoria Theatre in Charing Cross Road July 2 (a postponement from June 12) and for the benefit of the Newspaper Press Fund and not the Variety Club as previously scheduled.

Todd has also just announced that the picture will have three other performances for charity before regular showings begin.

The Astoria is presently being remodeled inside and out in preparation for the Todd film, which will be shown here in CinemaScope. Already installed is a new Perlux silver white screen, 41 by 20 feet. A new G.B.-Kalee sound system will be used to accommodate the six-channel sound track and allow for 64 "surround" speakers in the auditorium.

The premiere will be attended by Their Royal Highnesses, the Duchess of Kent and the Princess Alexandra.

Set Dinner Performers

Morton Sunshine, who is writing and producing the testimonial affair for the A. Montague-Will Rogers Memorial Hospital dinner tomorrow night at the Waldorf-Astoria, has secured the following performers: Toni Arden, Bud Collyer, Virginia Graham, Helen Hayes, Nancy Kelly, Cliff Robertson, Jack Russell, Terry Saunders, Judy Scott, John Cameron Swayze, Theodor Uppman, Julie Wilson, and others.

Television Today

PASSING IN REVIEW....

AS SO OFTEN HAPPENS, a plan that seemed good on paper fell apart completely in execution. The plan in this case was that of a foolhardy television viewer who, in the light of all the announcements concerning the mass of new Westerns for next season, decided to see just exactly what was being done *this* season in that line, and consequently, obtain some idea of things to come. Strictly speaking, the plan didn't fall apart. It was the viewer.

Even British Get Into the Act

In something like 14 days he sat through 17 half-hour film shows, all of which had in common the traditions of the Old West. That modifying clause was made loose enough to include, happily, two cowboys-in-armor series from England, as well as the further adventures of Johnny Weissmuller as Jungle Jim. Seven other western series went unseen due to circumstances. Not included in the survey were either "West Point" or "Man of Annapolis," though actually these share the Old West heritage of unabashed sentiment. They belong rather with "Meet Corliss Archer" in a pains-of-adolescense survey.

Though this western survey left the viewer with the same vague feeling of malaise he used to have when, at the age of nine, he was coming out of a peanut butter sandwich binge, there were also some positive impressions, including the terrible realization that there is no such thing as an adult Western. There are only good Westerns and bad Westerns. The good Westerns will entertain, in a large degree, all age groups. Bad Westerns must inevitably bore even the most amiable child.

Two Weeks Not Enough, Perhaps

It is, of course, unfair to conduct such a survey over such a comparatively short period of time. Still, the rating services tell us that a great many people watch a great many of these same shows—not for just two weeks running—but for 13 and 26. Thus, when the shows seem to be fairly good, they really must be. For the most part the most popular shows are those built around continuing heroes, men, who, to the uninitiated, seem impossibly arrogant, narrow and set in their ways, like Wyatt Earp, Jim Bowie and Cheyenne. Their stories are put together with all the ingenuity and romance of the crossword puzzle maker.

Four of the five shows which came out best in the survey also have continuing heroes, but each in his own way is rather different: Sir Lancelot has a sense of humor; Robin Hood is the child's view of adulthood; Dale Robertson of "Tales of Wells Fargo" has the common touch; and the best of them all, the Lone Ranger, has a directness and simplicity somehow missed in the latter day supermen. The fifth show just has Dick Powell as host, generally good stories, and excellent production values "The Zane Grey Theatre."

The other shows surveyed—"Gunsmoke," "Death Valley Days," "Sheriff of Cochise," "Lassie," "Sergeant Preston," "Annie Oakley," "Roy Rogers," "Broken Arrow" and "My Friend Flicka"—are enough alike in most aspects to have been made by the same people, with the same people and, of course for the same people. There are simple differences: there's that horse is "Flicka" and a dog in "Lassie"; Preston is locationed in the Northwest; "Broken Arrow" features some of the screen's most purple prose ("Birth is but an event. The path one walks is the way of his life," and this from Cochise who still calls a week "seven moons"); and "Sheriff of Cochise" is in modern dress. But these are superficial differences.

The producers and writers of the coming western series must be men as brave and optimistic as any of the current prairies heroes. How could a producer or a writer sit through 17 western shows in two weeks and still feel there was any variation on the theme that had not been played? To be sure, there are some variations that have not been played, but it's unlikely that they will be: bad Indians whose very ignorance is evil; a hero who might look and behave with all the grace of Ichabod Crane; an animal, a horse if you insist, who peforms for the villain with the same eerie intelligence usually reserved for the hero. The fabric of the American Dream might not be destroyed should these heresies be introduced. On second thought, it might even be strengthened.—*V. C.*

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New TV Firm

(*Continued from page 1*)

nard L. Schubert, Inc., it was announced yesterday at a press conference here.

According to Schubert, Telestar Films is currently producing a new 39-picture series in Nairobi, East Africa, entitled "White Hunter," in conjunction with British producer Sidney Box. The series is slated for release either late in the fall or early next spring and is scheduled as a syndicated show. In addition, a feature-length film also called "White Hunter" has been completed and will probably be released early next year although no distributor in the Western Hemisphere has been set.

Besides producing and distributing television and theatrical films, Telestar Films will distribute Schubert's other completed TV series, including "Topper," "Crossroads," "Mr. and Mrs. North" and "TV Reader's Digest," and will negotiate for the acquisition of theatrical films for TV release. The company also will acquire television films made by other producers for distribution.

Heads Minneapolis Station

Weintraub, who is also president of KMGM-TV, Minneapolis, and radio station WKIT, Long Island, said the new company may also expand its operations to include the purchase of television stations if such a move would prove feasible. It was also revealed Telestar would invest in Broadway shows. Weintraub said the reason for diversification was to prevent the company from "being at the mercy of the ups and downs of the television industry."

FEATURE REVIEWS

20 Million Miles to Earth

Columbia

Monsters from outer space are one giant step ahead of human stars. Their fans are less critical and more faithful than for any box attraction since the last of the western heroes left the theatre screen for the greener but narrower fields of television. This production should, like its predecessors, prove to be money in the bank. The monster is credible, even inspires sympathy because he turns destructive only when his captors don't understand him; the human actors are excellent, and the photographic tricks, except in one or two instances, are convincing.

The story stays within the bounds of the possible. The U.S. Air Force has secretly built and launched the first interplanetary space ship. Under the command of young and handsome William Hopper, the ship makes a trip to Venus, lands and returns but crashes in the Mediterranean. Sicilian fishermen rescue Hopper but the rest of the crew dies. On board was an egg of a Venusian lizard. The egg hatches, the monster grows, gets out of hand, is captured and studied for valuable data, breaks his bonds, wrestles an elephant, torrorizes Rome and finally is killed atop the Coliseum by artillery fire and rocket missiles.

There is a girl, Joan Taylor, for romantic interest but that is strictly a side issue. The monster is the star. Production is by Charles H. Schneer and direction by Nathan Juran. The picture is a safe and sure entry in the science fiction class.

Running time, 82 minutes. General classification. Release, in July.

JAMES D. IVERS

Checkpoint

Rank Film Dist. of Amer.

Considering all the publicity given to the recent debacle of that Italian sports car race, fatal to a number of participants and spectators alike, and the consequent demands being made to outlaw all such racing, the Rank Organization's newly imported "Checkpoint" arrives here with a certain amount of potential appeal, especially for the action fans, which the alert exhibitor can exploit with profit.

The film is built around—and has for its climax—a high-powered cross-country auto race from Florence, up through the Italian Alps to Locarno, Switzerland. This beautifully photographed sequence forming almost the last third of the picture, is packed with tension and suspense.

The story itself is a fairly rambling account of the machinations of a British millionaire, James Robertson Justice, sponsor of one of the auto teams, to win this particular race. He gets himself embroiled in all sorts of complications when he hires Stanley Baker to try to lure a famous Italian designer to his fold. Baker fails, tries to steal some plans from the Italian auto plant, and in the effort murders several people. The principal concern of the film is the millionaire's efforts to smuggle Baker out of the country, which he decides to do by putting him in as co-driver of one of the racing cars.

The film has some pleasant romantic complications enacted by Anthony Steel, the unsuspecting driver picked to smuggle Baker out of Italy, and lovely Odile Versois, who plays a Florentine secretary. Robin Estridge wrote the original screenplay, directed by Ralph Thomas and produced by Betty E. Box.

Running time, 82 minutes. General classification. Release, in June.

VINCENT CANBY

See AAP-Guild Pacts Unlikely at this Time

From THE DAILY Bureau

HOLLYWOOD, June 17. — The agreement between Eliot Hyman's Associated Artists Productions and talent guilds, which would enable Hyman to sell post-1948 pictures to television is far off, according to officials of the Screen Actors Guild, the Screen Writers Guild and the Screen Directors Guild queried today by MOTION PICTURE DAILY.

Each Has Own Preference

Each guild has its own preference for one or another among the formulae proposed, which range from single-picture settlements to package percentages, and the belief is general that negotiations now in recess will continue in that state for a long period before conclusion.

Gross for BV

(Continued from page 1)

ending next Sept. 30, according to president Roy Disney. He also disclosed here yesterday that by the spring of next year the company will have invested between $22 and $23 million in theatrical film production and will release six films, including two re-issues, by then.

The company, at the close of its fiscal year on Sept. 30, 1956, had an overall gross of $27,000,000 of which $7,000,000 came from television, and $5,500,000 from merchandising. In the forthcoming Disney and Buena Vista annual gross, earnings from Disneyland will be consolidated.

Welcomes TV Competition

Disney, optimistic about his company's place in the entertainment business, said he felt that competition from television has had a salubrious effect on his organization. He attributes to television the development of new methods and techniques of production and the discovery of new faces. "We haven't made a dollar directly from television, but indirectly it has helped us hold down costs and stirred up competition," he said. The film executive added that television is now 40 per cent of the company's annual dollar volume and that the company has $10,000,000 in U. S. television contracts at present.

Disney, commenting on other activities of his company, said that discussions are still going on regarding the sale of old Walt Disney films to Iron Curtain nations. He said that if and when these sales take place, they will be made through the United States Information Agency convertibility guarantee program.

Not Selling Old Films

He also took cognizance of the recent Motion Picture Association action on expansion of the Production Code Administration's appeal board, saying that he would like to have the Society of Independent Motion Picture Producers represent the Disney Organization on the board. Disney added that the company still is interested in making outside distribution agreements and that there "is no plan to sell any of our old films to television. We are using our old pictures to stay in business. Entertainment is our business so why should we sell off a piece to someone else?"

Brotherhood Awards

Theatre managers who performed outstanding work in the last industry Brotherhood campaign will be awarded Savings Bonds at a luncheon meeting to be held at the Waldorf Astoria Hotel here next Monday.

Correction

A story in Motion Picture Daily yesterday erroneously reported that the meeting of the Compo executive committee at the Sheraton Astor Hotel here tomorrow would start at 10:30 A.M. The starting time is 10 A.M.

A Hatful of Rain

(CONTINUED FROM PAGE 1)

and this is now equally true of the picture, which features three of the most talented and promising newcomers in Hollywood today. Don Murray brings fine shading and intensity to the part of the young husband who tries desperately to hide his drug addiction from his wife and his father. Eva Marie Saint makes the confusions and anxieties of his wife genuine and disturbing, and Anthony Franciosa repeats with consummate skill his stage performance as the happy-go-lucky brother who lives with them and alone knows his younger brother's secret at the beginning. And in the role of the father of the two boys who comes to New York for a visit and discovers the truth about his favored son, Lloyd Nolan is much more aptly cast and gives a better performance than Frank Silvera did on the stage. Indeed the work of all four actors in this picture is certain to be recalled when Academy Award time is around again.

Exhibitors should make no mistake about it, however: This is a grim and uncompromising drama which is not to be recommended to patrons out for a lark or to any but adult audiences.. The latter classification is appropriate not only because of the drug addiction theme (which, however, is not presented with sensationalism) but because of the frank treatment that is given to the attraction that grows between Franciosa and his sister-in-law when Miss Saint believes that Murray no longer loves her.

The plot line of "A Hatful of Rain" is impressively straightforward and simple. Murray had become addicted to drugs while in a service hospital (this motivation for the disease is becoming a cliche on the screen). Franciosa knows of his brother's illness and has helped him to secure money to buy narcotics. Miss Saint and Nolan do not know the truth, but they discover it in the course of the story. At the end the wife summons the courage to turn her husband in for an attempted cure.

Within that slight plot framework, however, some real people gradually come alive and their relationships to each other are incisively and movingly exposed. Gazzo, who wrote the screen play himself in collaboration with Alfred Hayes, has an exceptional gift for writing powerful emotional scenes, and there are several in this picture that are so intense the audience is likely to come away feeling it has been put through a wringer.

One of the defects of the stage play—an overemphasis on the eccentricities of the peddlers who supply Murray with dope—has been corrected in the screen version. These people are still "strange" and well played by Henry Silva, Gerald O'Loughlin and William Hickey, but they are now placed in proper perspective.

The picture has been directed and photographed in black-and-white CinemaScope with craft and sensitivity by the talented Fred Zinnemann. Buddy Adler, who produced, has another artistic success of which to be proud.

Running time, 109 minutes. Adult classification. Release, in July.

Richard Gertner

Pay TV-Disney

(Continued from page 1)

a press conference here yesterday that his organization "would welcome the new system as a possible new channel of distribution. It may take a long time for it to come around, but once it comes, we will approach it with an open mind and try to do business with it."

The veteran film executive, commenting further on toll-TV aspects, said there is a possibility that Buena Vista would release its product to pay-TV on a "day-and-date basis" for maximum grosses. Disney said that he has had "tempting offers" already for his organization's backlog of product for pay-TV and to participate in various tests of the cable theatre.

New Buildings for 3 Fox Canadian Branches

Special to THE DAILY

TORONTO, June 17. — Plans for new buildings for three exchanges of Twentieth Century-Fox, Ltd., have been announced by Peter Meyers, Canadian general manager.

First phase is the conversion of a factory building in Winnipeg to an exchange. Meyers hopes this building will be completed for occupation in August. Next phase is the construction of a building in Calgary, where bids have been called for a building to be erected by the company on an already purchased lot there. A building is also in prospect for the Montreal branch, where the company has a three-year lease on its present premises.

Conciliation

(Continued from page 1)

stood that the plan is very similar to the previous plan worked out in 1955.

Attending yesterday's meeting were: Theatre Owners of America—president Ernest G. Stellings, George Kerasotes, Si Fabian, Albert M. Pickus, and Joseph G. Alterman; Allied States Association — president Julius M. Gordon, Abram F. Myers, Wilbur Snaper, Nathan Yamins, and Edward Lider; Independent Theatre Owners of America—Max A. Cohen; MPAA—Ralph Hetzel and Sidney Schreiber; sales managers—A. Montague, Charles Reagan, Adolph Schimel and Robert Rubin.

Publisher Phase

(Continued from page 1)

sideration at the COMPO board and executive committee meeting here this week.

The advertising-publicity group, chairmaned by Roger H. Lewis of United Artists, also discussed at its meeting here yesterday the employment of an Eastern director for the program and the candidates for the position. They also discussed the definition of the duties and proposed that the West Coast publicity group do the same in selection of candidates for the post.

Will Open Rochester, Denver Drives

The MPAA group, after hearing a report from Rodney Bush on the radio "Operation Moviegoing" campaign, decided to launch the program in Rochester and Denver in July. Bush returned recently from Rochester where he set up plans for the test in meetings with local exhibition officials and radio station executives. Herb Steinberg of Paramount is currently in Denver doing the same in that city.

The advertising-publicity group also explored the launching of the Golden Jubilee campaign in Hollywood this Fall. Furtherance of their plans will be taken up on June 26 when the group will meet again.

Norman Robbins

(Continued from page 1)

tribution share certificates at $25 each with one of the purchasers being awarded a 1957 Cadillac Sedan. The award will be made at a luncheon at Toots Shor's on Tuesday, Oct. 29. The certificate sale will get under way in a few days with a concentrated effort being made to reach the goal by the early part of September, Robbins added.

Rank PI Net Down

LONDON, June 17. — Preliminary figures show that group profits of Rank Precision Industries contracted sharply in the 12 months to Dec. 29 last. After tax of £258,863, the net profit is down from £493,314 in the previous year to £219,221. The company is paying a dividend of 15 per cent as for each of the two previous years.

“PICKUP ALLEY”

WAS FILMED IN THE “PICKUP ALLEYS” OF NEW YORK, LONDON, PARIS, LISBON, ROME, NAPLES AND ATHENS!

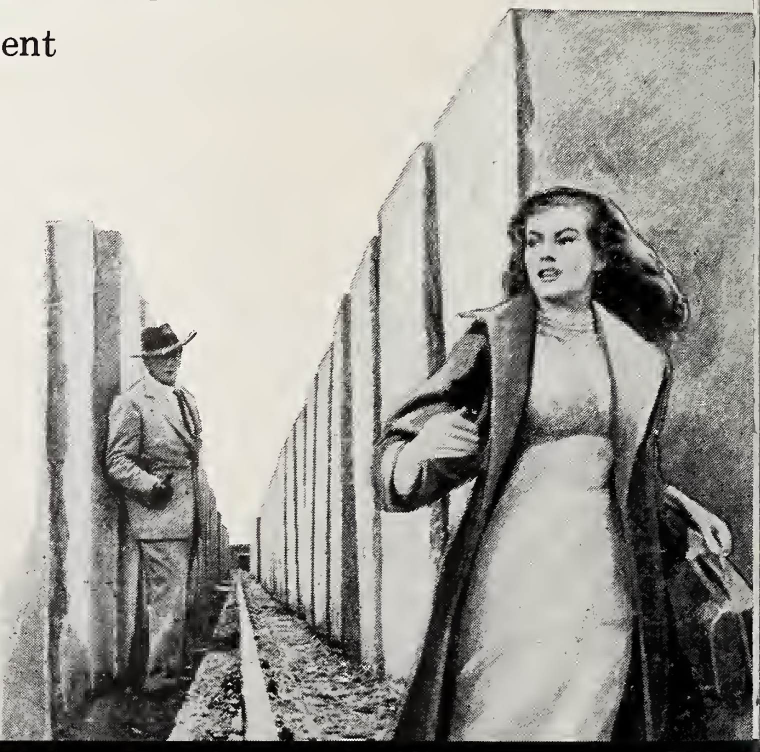
When the script first came to our desk it hit us with the power of a sledge hammer. It was our type of story: *A story with guts that would take guts to make.* Fearlessly it depicted the evils of the dope traffic, the private hells of the “hooked,” the nightmare underworld of the “pushers,” the merciless war being waged by Interpol, the international police organization, against the narcotics network.

Our instructions were: Shoot it like it was written . . . and let the chips fall where they may. We took our cameras into the “pickup alleys” of the world. We selected Anita Ekberg to play her first dramatic role as the trapped “pusher,” fighting her way back from purgatory. Victor Mature is the American narcotics counter-agent, fighting the enemy with its own ruthless weapons; Trevor Howard is the peculiarly twisted mastermind of the syndicate.

PICKUP ALLEY will soon be ready for distribution. We think it is important industry news. It is the first film to penetrate so fearlessly into those previously forbidden areas. It is the first film to handle this adult theme in the adult manner in the light of the motion picture industry's recent recognition of the public demand for mature handling of urgent social problems.

Warwick is proud to have made PICKUP ALLEY. We predict it will create considerable excitement on your screen . . . and at your boxoffice.

Irving Allen and A. R. (Cubby) Broccoli
for Warwick Film Productions



. . . from **Columbia!**
in CINEMASCOPE

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 81, NO. 118 NEW YORK, U.S.A., WEDNESDAY, JUNE 19, 1957 TEN CENTS

MPAA Sees:

'57 Hollywood Output Most In Five Years

Report Producers to Make 365 Films This Year

From THE DAILY Bureau

HOLLYWOOD, June 18 – Motion picture producers are expected to turn out at least 365 or more pictures during 1957, the highest picture total for American companies in five years, according to a special report prepared here by the Motion Picture Association of America.

According to the best estimates, U. S. producers should have 365 or more pictures to show for their current 12-month efforts, compared with

(*Continued on page* 5)

Moss Buys 55th Street Playhouse; Will Alter

Charles B. Moss, executive director of the Criterion Theatre here and a circuit of theatres in Long Island, New Jersey and Florida has purchased the 55th Street Playhouse here. He will close it on Sunday for exten-

(*Continued on page* 5)

General Business Increase Noted In Fox Intermountain

Special to THE DAILY

SALT LAKE CITY, June 18–A general increase in business for Fox Intermountain Theatres during the past ten days in Utah, Idaho, and Montana was noted today by Jack McGee, district manager.

He credited the improvement to a combination of the weather and good pictures and said it was general.

Television Today Page 4

See Senate Hearings This Session on Legislation to Ban Subscription Television

From THE DAILY Bureau

WASHINGTON, June 18–Senate Commerce Committee Chairman Magnuson (D., Wash.) said he thought a subcommittee would probably hold hearings late this session on legislation to ban subscription television.

He declared he expected a subcommittee headed by Sen. Pastore (D., R.I.) to hold hearings on a bill introduced last week by Sen. Thurmond (D., S.C.) to outlaw pay TV. Naturally, there would be little chance of action on this bill this year. Pastore was not available for comment.

Magnuson made the comment after his committee met briefly on a staff report highly critical of major TV networks. He said the committee had not taken action on the report, since several members were tied up on the Senate floor and could not be present.

Wisc. Allied Studies Three Resolutions

Special to THE DAILY

ELKHART LAKE, Wisc., June 18 —The board of directors of Allied Independent Theatre Owners of Wisconsin, meeting in convention here, today submitted for consideration of the membership three resolutions drawn up at the meeting of the directors yesterday. The membership received:

¶ A resolution calling for the appearance of qualified Allied officers before the anti-trust subcommittee of Congress as well as the Congressional committee on judiciary.

¶ A resolution calling for the approval

(*Continued on page* 2)

AB-PT Pictures Starts College Talent Search

From THE DAILY Bureau

HOLLYWOOD, June 18.–AB-PT Pictures Corp. and American Educational Theatre Association, which embraces 2,500 theatrical - training departments maintained by United States colleges and universities, have launched a cooperative project, developed by AB-PT president Irving H. Levin, to conduct a search for promising screen talent.

The arrangement provides for school facilities to supply AB-PT with facts and photographs of students considered "movie material."

The plan envisages the maintenance of contact with the dramatic departments of leading institutions.

REVIEW:

Sweet Smell of Success

Hecht-Hill-Lancaster

Telling the "inside story" about the private lives of prominent personalities in show business is popular subject matter for films this year. First there were "The Great Man" and "A Face in the Crowd," which purported to expose the venal nature of radio and television stars who present a somewhat different face to the public. Now the Hecht-Hill-Lancaster organization is providing a look underneath the surface of another aspect of the Broadway scene in its "Sweet Smell of Success": the double-dealing and chicanery engaged in by press agents in order to secure the favor and support of the powerful gossip columnists of the New York newspapers.

In the role of one such publicity promoter is Tony Curtis, who fully justifies the confidence that producer James Hill had to have in him to cast him against type as an unmitigated "heel." Curtis makes the unprincipled press agent thoroughly despicable in what is probably the best performance of his career to date. And Burt Lancaster is also ef-

(*Continued on page* 5)

'Make Progress'

To Reconvene On Arbitration Here July 15

Committee Will Continue Study of Administration

The joint exhibition - distribution conference, following discussions on formulating an arbitration system for the motion picture industry, authorized its committee on administration arrangements to continue its study and to report back to the conference when it reconvenes here on July 15, according to the Motion Picture Association of America.

Representatives of Theatre Owners of America, Allied States Association, Independent Theatre Owners Association, the sales managers committee of the MPAA, and MPAA officials reached agreement on a conciliation plan earlier this week.

According to the MPAA announcement, the joint committee discussed

(*Continued on page* 5)

Compo Meeting Today Has 11 Agenda Topics

The Compo membership, board of directors and executive committee will meet here today at the Sheraton Astor Hotel at 10 A.M. They will consider an agenda of 11 topics, as previously announced.

Montague-Rogers Hospital Testimonial Dinner Tonight

The amusement industry will pay tribute tonight to A. Montague, vice-president of Columbia Pictures, for his years of work and leadership on behalf of the Will Rogers Memorial Hospital, of which he is president. The dinner will take place at the Waldorf Astoria at 7 P.M.

Some 1,200 are expected to attend the affair which will include a program of entertainment by performers of stage, screen, radio and television. Harry Brandt is general chairman of the dinner, and Morton Sunshine is writing and producing the program.

PERSONAL MENTION

ARNOLD M. PICKER, vice-president of United Artists in charge of foreign distribution, will leave here at the weekend for Caracas, Venezuela.

•

Murray Silverstone, president of 20th Century-Fox International, and **Mrs. Silverstone** will leave New York today for Europe aboard the "Queen Mary."

•

Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, has returned to New York from Boston.

•

Saul Cooper, Cinerama and Rodgers & Hammerstein account executives for Lynn Farnol Associates, and **Karen Granath** of the same office will be married here on Sunday at All Souls Unitarian Church.

•

Ralph M. Cohn, vice-president and general manager of Screen Gems, will return to New York today from London via B.O.A.C.

•

Milton Sperling, producer, will return to Hollywood today from New York.

•

Jose Ferrer and his wife, **Audrey Hepburn**, will leave here today for Europe aboard the "Queen Mary."

•

Charles Simonelli, Eastern advertising and publicity department manager for Universal Pictures, will return to New York tomorrow from the Coast.

•

Lew Ayres will be guest of honor today at the dinner of the Los Angeles Press Club to be held there at the Ambassador Hotel.

•

Alfred Hitchcock will leave Hollywood today for New York.

•

Jerry Stagg, television producer, will leave the Coast today for New York.

•

Ray Milland will leave Hollywood by plane today for London.

Berke Buys 'Missile'

HOLLYWOOD, June 18.—Producer-director William Berke has purchased the film rights to "Lost Missile," by John McPartland, and has scheduled it for August production.

Resolutions at Wisc. Allied

(*Continued from page* 1)

of the statement made May 8 by national Allied regarding the re-entry of Allied into Council of Motion Picture Organizations. (This statement declared that COMPO must adhere more closely to terms previously agreed upon by both organizations before re-admission of Allied to COMPO can be implemented.)

¶ A resolution strongly criticizing Paramount and the DeMille organization "whereby a limited number of exhibitors in Philadelphia were invited to bid for "The Ten Commandments." It is charged that "this method of distribution involves competitive bidding to determine who, of a select few, will be privileged to show the picture."

Asks Newer, Younger Talent

The convention was called to order by Ben Marcus, president, who in addition to urging industry unity in the face of present-day obstacles, suggested that producers put younger and newer faces on the screen. He attacked the policy of releasing top pictures for showing on television and called for a more studied method of advertising and exploitation of feature films.

Praises Three Majors

Marcus complimented 20th Century-Fox and Universal Pictures for emphasizing newer and younger talent and praised United Artists for the importance and quality of its product.

Marcus introduced Jack Kirsch, president of Allied Theatres of Illinois, who echoed the former's criticism of companies releasing films to television and told of the present Windy City situation where subsequent run houses are playing films day and date with the Loop theatres.

Edens, Katz and Borak Form Corona Prods.

From THE DAILY Bureau

HOLLYWOOD, June 18. — Producer Rogers Eden has announced the formation of an independent company, Corona Productions, Inc., which he will activate on completion of his current contract with M-G-M in October.

Company officers are Edens, president; Leon Katz, vice-president; Jerome Borak, secretary-treasurer.

Deny Film Petition

The U. S. Supreme Court yesterday denied a petition requesting that it hear an appeal of the lower court decision on the copyright suit brought by screenwriter John Szekely on "Christ in Concrete," who charged that Eagle-Lion Films released a picture, "Give Us This Day," which was based on his story. The U. S. District Court earlier ruled that Szekely was entitled to $25,000 plus interest and this decision was upheld by the U.S. Court of Appeals. Attorneys for the defendants asked the U.S. Supreme Court to hear a further appeal of the copyright suit, but it was turned down yesterday.

Tries 'Early Bird' Show

EAST HARTFORD, Conn., June 18.—Perakos Theatre Associates' 1,000-seat suburban Eastwood Theatre is experimenting with an "early bird" matinee on Wednesdays, main feature being screened at 11:40 A.M. for convenience of second - shift industrial workers, who report to their plants by 3 P.M.

To Unveil 'Beau' Sign In Times Square Today

Today, June 19, being the birth date of the late Jimmy Walker, mayor of New York, it will be marked by the "unveiling" of the mammoth, block-long "Beau James" sign in Times Square above the Astor Theatre. The sign pictures Bob Hope as he stars as Walker in Paramount's "Beau James," which will have its world premiere at the theatre next Wednesday.

Shamrock Builds Wing

WINTER PARK, Fla., June 18. — Shamrock Studios has started construction of a new wing of production offices to accommodate independent motion picture and TV producers using the studio's facilities and equipment. This latest addition to the Florida film center brings its present working area to 21,000 square feet.

AMPP Dines Diplomat

HOLLYWOOD, June 18. — The International Committee of the Association of Motion Picture Producers today entertained Leo Dolan, the newly-appointed Canadian counsel in Los Angeles, at luncheon in the Paramount studio, with Steve Broidy presiding as host.

Rooney 'Baby Face'

HOLLYWOOD, June 18.—Mickey Rooney will portray Baby Face Nelson in Fryman Enterprises' production bearing that title. Al Zimbalist will produce. United Artists will distribute.

Set SPG Committee On Public Relations

From THE DAILY Bureau

HOLLYWOOD, June 18. — Scree Producers Guild president Samuel C Engel today appointed Frank Mc Carthy president of the Public Rela tions Committee, with Jerry Wal Bill Thomas, Carey Wilson, Willia Wright, William Self, John Lupto William O'Sullivan, Martin Racki and Henry Berman as committe members.

London Publicity Post To Columbia's Mirkin

Syd Mirkin has been named Co lumbia Pictures' home office publicit coordinator in London, it was an nounced yesterday by Paul N. Laza rus, Jr., vice-president in charge o advertising and publicity. Mirkin currently a feature writer for th "New York Daily News," will joi Columbia on July 1, replacing Walte Shenson, who resigned to enter inde pendent production.

UA, Dell in 'Pride' Tie

United Artists has completed th largest book tie-up in that company history, with an order for more tha 2,000,000 copies of the Dell Publish ing Co. comic-book version of "Th Pride and the Passion," based on th Stanley Kramer production, it ha been announced by Roger H. Lewis UA national director of advertising publicity. The books will be distri buted to 100,000 retail outlets.

'Man on Prowl' to U.A.

HOLLYWOOD, June 18.—Sol Lesser today announced his "Man o Prowl," written and produced by Ar and Jo Napoleon, will be distributed by United Artists.

'Delinquent' to Mayfair

Paramount's "The Delicate Delinquent" will open at the Mayfair Theatre here on July 3.

Showplace of the East
FOR YOUR SCREENINGS
• Three Channel interlock projection
• 16, 17½ & 35 mm tape interlock
• 16 mm interlock projection
CUTTING & STORAGE ROOMS
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619 W. 54th St., New York 19
JUdson 6-0367

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SO THEY WANT ACTION!

Coming Soon From M-G-M!

ACTION! Plane to Madrid and a mysterious package aboard.

M-G-M Presents

ROBERT TAYLOR • DOROTHY MALONE

In

"TIP ON A DEAD JOCKEY"

Co-Starring GIA SCALA

With MARTIN GABEL • MARCEL DALIO • Screen Play by CHARLES LEDERER

Based on the NEW YORKER Magazine Story by IRWIN SHAW • In CinemaScope

Directed by RICHARD THORPE • Produced by EDWIN H. KNOPF

M-G-M Presents

"HOUSE OF NUMBERS"

Starring

JACK PALANCE

With HAROLD J. STONE

And Introducing

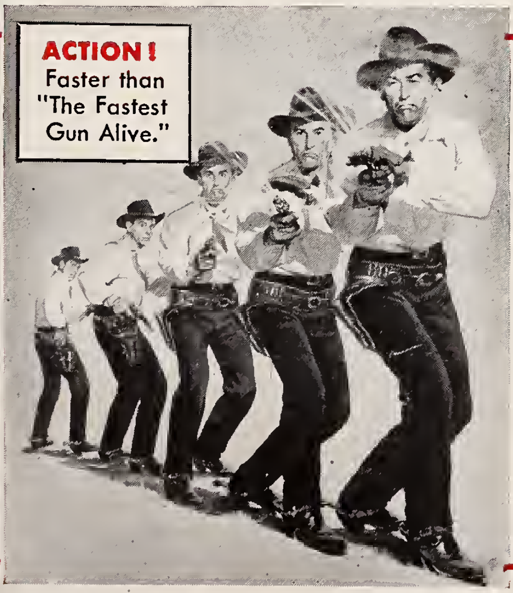
BARBARA LANG

Screen Play by RUSSELL ROUSE and DON M. MANKIEWICZ

Based on the Cosmopolitan Magazine Novel by JACK FINNEY • In CinemaScope

Directed by RUSSELL ROUSE • Produced by CHARLES SCHNEE

ACTION! The most amazing getaway ever. Actually filmed in San Quentin.



ACTION! Faster than "The Fastest Gun Alive."

M-G-M Presents

STEWART GRANGER • RHONDA FLEMING

In

"GUN GLORY"

Co-Starring CHILL WILLS

With STEVE ROWLAND • JAMES GREGORY • JACQUES AUBUCHON

Screen Play by WILLIAM LUDWIG

Based on the Novel "MAN OF THE WEST" by PHILIP YORDAN • In CinemaScope And METROCOLOR

Directed by ROY ROWLAND • Produced by NICHOLAS NAYFACK

M-G-M Presents

VAN JOHNSON • MARTINE CAROL • HERBERT LOM

In

"ACTION OF THE TIGER"

with GUSTAVO ROCCO • Screen Play by ROBERT CARSON

Based on the Book "ACTION OF THE TIGER" by JAMES WELLARD • Adapted for the Screen by PETER MYERS

TECHNICOLOR® • In CinemaScope

Directed by TERENCE YOUNG • Produced by KENNETH HARPER

Executive Producers JOSEPH BLAU and JOHN W. MEYER • An M-G-M Release

ACTION! Adventure and political intrigue with a girl and a smuggler in Albania.

FEATURE REVIEWS

The Weapon

Republic

HOLLYWOOD, June 18

The billing strength of Steve Cochran, Lizabeth Scott and Herbert Marshall is the factor of topmost importance to exhibitors in this production by Hal E. Chester of a melodramatic story by himself and Fred Freiberger and a screenplay by the latter. Filmed in London, the picture has the benefit of that city's setting and background.

Cochran plays an American army officer stationed in England, Marshall plays a Scotland Yard official, and Miss Scott portrays the waitress-mother of a 10-year-old boy whose whereabouts all of these and some others in the cast try hard but unsuccessfully to discover from the picture's opening until near its close. The boy eludes his mother and the others because he believes he has killed a playmate with a gun found in a bombed-out ruin and still carries with him.

The American army officer and the Yard official hunt the boy primarily to obtain the gun, which a ballistics test has shown to be the one used in the murder of another American officer ten years ago. The mother hunts him for normal reasons. The murderer, played by George Cole, hunts the boy with intent to regain possession of the tell-tale weapon. When the boy, learning from the radio that the boy he shot is getting well, phones his mother to say he's coming home, the murderer deceives her into letting him drive her to pick up the boy, whom he then tries to force to return the gun to him. Cochran and Cole finally come together fistically, for the second time in the picture, and Cole meets death by falling.

Val Guest directed in effective manner. Irving H. Levin is credited as presenter of the picture.

Running time, 77 minutes. General classification. Release, in May.

WILLIAM R. WEAVER

Dino

Allied Artists

HOLLYWOOD, June 18

The Sal Mineo whose performances in "Rebel Without a Cause," "Crime in the Streets" and "Somebody Up There Likes Me" earned him rank among the Top Ten players named by exhibitors in Quigley Publications' 1956 Stars-of-Tomorrow poll proves himself a star-of-today in "Dino." He is surrounded by excellent players, and directed with a fine understanding of mood and timing by Thomas Carr.

The Reginald Rose screenplay is based on his teleplay of the same title and in its present greater length it is a deeper, firmer, warmer subject than in the free version. The bigger, wider, steadier handling of the subject by Bernice Block, and by associate producer David Kramarsky, capitalizes strongly on values beyond the range of video.

The picture opens with Mineo, 17, leaving a reform school where he has served more than three years of a sentence imposed on him for participating in a robbery that became a murder. He is bitter toward his fellow prisoners, the world at large, his parole officer and the parents to whom he returns. Only his brother welcomes him sincerely, and his young brother almost immediately invites him to lead a gang in a gas station robbery. Mineo is turned over to a case worker who undertakes to reason with him concerning his attitude toward society, but it is a long while before any progress in this direction can be made. After trouble with his father, who beats him mercilessly without breaking his will, he agrees to lead the robbery, but a romantic experience with a girl he meets at a settlement house dance (finely played by Susan Kohner) changes his mind and he prevents his brother's participation also.

Running time, 96 minutes. General classification. Release, in June.

W. R. W.

CAPITAL WANTED

$35,000

To be used to purchase established commercial printing plant in Florida. The business will be used as security on the loan which will be repaid at $7,000 per year for 10 years in order to give attractive return on investment. If interested in proposition as outlined, write P.O. Box 1396, Sanford, Florida.

Television Today

NTA 9-Month Income Reported $818,592

National Telefilm Associates, Inc., had a net income for the nine months ended April 30 which was 328% ahead of the same period of last year and substantially above the total net income for all of fiscal 1956, the company has reported. Net income for the first nine months of the current fiscal year amounted to $818,592 or $1.23 per share on the 665,075 shares outstanding on April 30, 1957. This compares with $191,397 earned in the first nine months of fiscal 1956, which was equal to 29 cents per share, based on the same number of shares.

Three-Month Net Up Sharply

Net income in the three months ended April 30, the third quarter of the current fiscal year, was $309,961 or 47 cents per share. This compares with $55,584 or nine cents per share earned in the three months ended April 30, 1956.

Who's Where

John B. Green has been appointed manager of the ABC Television Network Program Department. He succeeds **J. English Smith,** who has resigned to return to Hollywood.

□

Ernest Fladell has been named manager, sales promotion, NBC-TV Network Sales.

□

Harold Graham, Jr., has been named program executive, CBS Television Network Program Department Hollywood.

□

Stanley L. Yentes has been named manager of sales service for NBC Television Films, a division of California National Productions. He will report to **John Bechtel,** administrative sales manager of the division.

One Man's TViews

By Pinky Herman

BILL HOBIN, brilliant young TV director of "Your Hit Parade," which will be NBColorcast this year and will originate from the studios in Brooklyn, returns Friday from a trip to the coast. He's sold his home in Scarsdale and has taken an apartment in town. . . . CBS Maestro Alfredo Antonini will have a busy summer with a sked calling for batoneering the NY Philharmonic, Grant Park Symphony and Hollywood's Greek Theatre with Jose Greco. . . . "The Garry Moore Show" CBStarts its 8th year Monday. . . . Walt Framer's "CBStrike It Rich," which started as a radio program June 29, 1947 and two years later launched itself into TV and is rated one of the most popular audience-participation programs in Video, still features the affable Warren Hull as Host with Ralph Paul handling the commershills. . . When Vice-President Richard Nixon flew to Lansing in the Presidential Plane, Columbine last week where he was the principal speaker at Michigan State's Graduation Exercises, he was accompanied by Sportscaster Harry Wismer, one of that University's most illustrious alumni. . . . The birth last week of a baby girl, Lisa J. Wyman to his daughter Molly, makes hit songwriter Bob Russell the youngest Grandpappy in ASCAP. . . .

☆ ☆ ☆

A busy sked and it couldn't happen to a nicer person. Gisele Mackenzie opens a three-week stint at the Flamingo in Las Vegas tomorrow, co-starring with Jack Benny, then goes to Dallas to star in "Annie Get Your Gun," a trans-oceanic flight to London for several guestings on BBC followed by a return to Hollywood to start her own NBC-TV series, (Saturdays, 9:30-10:00 P.M.) co-sponsored by Scott Paper and Schick. . . . The Roland Wests (He's prexy of West Foods and called "Mr. Mushrooms" by the West Coast Gourmets, headed by Gotham end of the month for a look-see at the Broadway Musicals and perhaps some huddling on a possible TV series. . . . Elmo Russ has signed Vita Vonn to an exclusive Pyramid Recording pact. The S. African Nightingale's amazing 3-octave range reminds us of Yma Sumac. . . . After a Lucky CBSeven Years, "Mama," becomes a CBSyndication series and in less than a month has racked up more than a half million in sales. . . . Guild Films has acquired the distribution rights to an exciting telefilm series, "The Michaels in Africa," 39 half-hour episodes shot in Rhodesia, Kenya and Bechuanaland and starring Geo. & Marjorie Michaels and their two children, Carol and June.

57 Hollywood

(Continued from page 1)

6 in 1956 and 286 in 1955, the port stated.

So far this year the film output the American studios, supplented by the contributions of a able corps of independent procers, is running a full 25 per cent ead of 1956. If the production pace ntinues, the American producers ll be turning out at least 70 more ature pictures in 1957 than they d in the preceding year, the spel report noted.

Large Group in Preparation

The resurgence of film production re is seen not only in films already mpleted in America and by U.S. oducers abroad and ready for rease, but in the substantial number story properties now in various ges of preparation. Twentieth entury-Fox is planning to release thin the next 12 months some 60 ature films, nearly double the numr it made available to theatres last ar. Loew's, with 12 pictures ready r release, has scheduled 36 more ms for 1957-58, a 20 per cent crease in output over the previous ar. Paramount's production activity ll bring an annual total of 36 films, ne ahead of the 1956-57 pace.

At least 48 pictures will be proced and/or distributed by Columa Pictures this year, and Warner os. will account for 35. Universalternational will maintain its film vel for the year at about 36, and similar quantity can be expected om Allied Artists. United Artists ans to release at least 48 this year.

Sees Confidence Reaffirmed

The MPAA report pointed out that is greater production effort "reafrms the confidence of American roducers and distributors in the enuring place of the motion picture eatre as the primary channel of rcen entertainment throughout the orld." The production officials here re backing their confidence in the ture of the business with recordreaking budgets, the MPAA report oted, adding that one film industry ource estimated that the expendiure involved in theatrical film proluction during the next 12 months vill be over 400 million dollars.

Moss Buys Playhouse

(Continued from page 1)

sive alterations and reopen on July 9 with a policy of first-run showings of foreign films.

The first film under the new regime will be the Warner Bros. release of John Ford's "The Rising of the Moon" featuring the Abbey Theatre players.

Renovate Orpheum

SEATTLE, June 18—The Orpheum Theatre here, a unit of John Hamrick Theatres, has been closed by Will J. Connor, manager, for renovations on an extensive scale. The house will be reopened on July 3.

Sweet Smell of Success

(CONTINUED FROM PAGE 1)

fective as the cruel and vindictive (if somewhat enigmatic) columnist whom Curtis seeks to cultivate for selfish ends.

Exploitation of this film should be concentrated, first on its two stars, who have great box office strength and, secondly, on the gimmick that the picture offers a "behind-the-scenes" view of Broadway night life. In addition there are two new faces in Susan Harrison, who plays the young sister of Lancaster, and Marty Milner, who is cast as a night club entertainer with whom she is in love. Both these players show much promise.

The plot of the film revolves around the efforts of Lancaster to break up his sister's romance—a campaign in which he enlists the support of Curtis, who is willing to stop at nothing to please Lancaster. At first Curtis arranges to "smear" Milner in the column of a rival newspaperman through a "blind" item in which the boy is accused of being a Communist and dope addict. When this fails to stop the romance, Curtis plants marijuana cigarettes on Milner and tips off the police. In the end, however, this fails, also; the relationship between Lancaster and Curtis is broken up; Miss Harrison walks out on her brother; and Curtis is taken to jail.

Perhaps a major drawback of "Sweet Smell of Success" to mass audience appreciation is the failure of any of its characters to generate sympathy. Such is true even of the ones played by Miss Harrison and Milner; like the others, they are weakly sketched and the audience does not get to know them very well. This is especially surprising because the script is by two outstanding writing talents: Clifford Odets and Ernest Lehman (from a novelette by the latter).

The picture is to be classified for adult audiences because of the unsavory nature of so much of the activity of its characters. The machinations of Curtis, for instance, reach a low point when, in order to induce the columnist to print the "smear" item, he acts as a procurer. The part of his victim, a nightclub cigarette girl, is extremely well played by Barbara Nichols, another newcomer.

Exteriors of this film were all photographed on Broadway and other sections of New York City. The direction, however, was by England's Alexander Mackendrick, who does not show a very strong "feel" for the Broadway millieu.

Running time, 96 minutes. Adult classification. Release, in June.

RICHARD GERTNER

Claims 'No Monopoly' In Mexican Industry

Special to THE DAILY

MEXICO CITY, June 18—There is no monopoly in the Mexican film trade, "because of economic measures imposed during recent years," Eduado Garduno, director general of the industry's own bank, the semi-official Banco Nacional Cinematografico, said here. He made the statement in announcing that, working with a capital of only $800,000, his institution made a net profit of about $100,000 during the first five months of this year, which compared with the net of nearly $200,000 during all of 1956.

"That is to say, that if film production is poor, it is logical to conclude that there would be no profits for anybody, least of all the bank," Garduno said. "We certainly have no monopoly. Between 1948 and 1952, there were 63 companies of which only 20 functioned and among them 14 pictures were produced. Today there are 40 companies and all of them are producing. That virtually amounts to increasing the number of producers. Then, who can say there is a monopoly?

"It is impossible to make pictures without money, depending solely upon influence. And it is estimated that each producer invests at least $24,000 in a picture, a minimum capital of $240,000 is necessary, so that the business can yield adequate dividends. Yes, it takes money to make pictures in Mexico today."

To Reconvene

(Continued from page 1)

a number of matters pertaining to arbitration—items which are considered arbitrable in today's industry. No definite agreement was reached on any of these matters.

The MPAA said that the conference authorized its committee on administrative arrangements for arbitration—Adolph Schimel, Herman Levy and Wilbur Snaper—to further their study and to include in their July 15 report recommendations on the "most efficient and economical method of conducting an arbitration system for the industry."

Yesterday's meeting at the home office board room of the MPAA was said to be a "progressive one" and while no decisions or agreements were made, a heavy agenda was taken up by the group.

PEOPLE

Jerry Wilbur, formerly with 20th Century-Fox's studio advertising and trailer departments, has been elected vice-president and general manager of Cinema Arts, Inc., Hollywood advertising art service. He has named as his assistant **Dave Martin**, formerly aide to **Frank Whitbeck** in the studio advertising department of M-G-M.

□

Gus Lynch has been named Ohio zone booker for Schine theatres, with headquarters in Columbus. He succeeds the late **Harold Raives**.

□

Clare Townsend, a veteran of 41 years in distribution with the leading major companies in the Detroit area, has retired and left for Florida with **Mrs. Townsend.**

□

Rudolph Bach has been engaged as sales representative in the Albany-Buffalo area for Distributors Corp. of America.

□

Leslie Peterson, who joined the M-G-M studio 22 years ago as a publicist after 10 years in theatre operation, will take a leave of absence from his present executive post in September to concentrate on his own business interests.

Withdraw 2 Subpoenas In FCC Network Probe

From THE DAILY Bureau

WASHINGTON, June 18 — Entertainment Productions and Television Programs of America have "apparently" supplied all of the confidential material subpoenaed from them, FCC attorneys told FCC chief hearing examiner James D. Cunningham today, and the subpoenas have been withdrawn. The subpoena against a third company, Official Films, was continued until July 1 because of a company misunderstanding about what was required of them.

The three TV film packagers were among seven from whom the FCC's network study committee requested such business secrets as cost of production, billings, etc., and which refused to supply it. Four others are still resisting the FCC subpoenas, and a court test is due in U.S. District Court, Federal Court House, Foley Square, New York, on June 25.

'Joan' in U.K. Thursday

Otto Preminger's "Saint Joan" will have a benefit premiere for the British Film Studio Workers' Benevolent Fund at the Leicester Square Theatre, London, tomorrow. A distinguished audience of London society and of international stars, including the title role player, Jean Seberg, will attend this first showing of the United Artists release in Great Britain.

THEY'VE SEEN THE OTHERS... NOW SHOW 'EM THE GREATEST!

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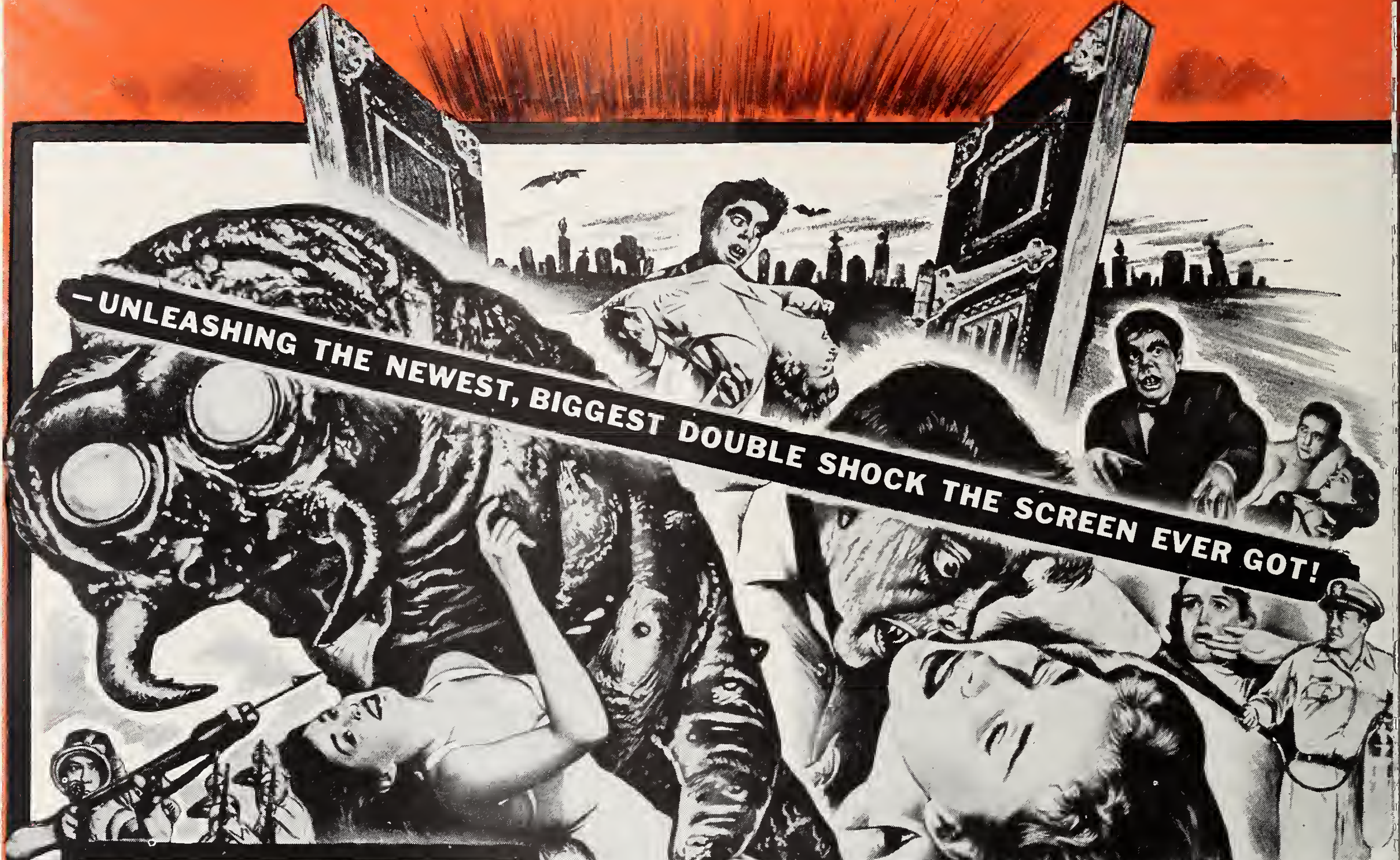
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"The Monster That Challenged The World"

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Never-Before-Seen Monsters That Will Freeze You To Your Seat!

...PLUS...

It drains women's blood!

"The Vampire"

Starring
JOHN BEAL • COLEEN GRAY • KENNETH TOBEY with LYDIA REED • DABBS GREER
HERB VIGRAN • PAUL BRINEGAR • ANN STAUNTON • JAMES GRIFFITH
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OL. 81, NO. 119 NEW YORK, U.S.A., THURSDAY, JUNE 20, 1957 TEN CENTS

Business Drive Start Urged for October 1

ohnston Announces:

JA Returns to Iembership In the MPAA

;ays Co. Adds Strength, ;tature to Association

United Artists has returned to mem- ership in the Motion Picture Asso- ation of America, Eric Johnston, IPAA president, announced here esterday.

"It is a real joy to us all to wel- ome UA back into the MPAA," hnston said. "As one of the great ompanies in the business it adds rength and stature to the associa- on and its work. As a unified team is always possible to accomplish

(Continued on page 4)

4 Fox Officials On NTA Board

Four top executives of 20th Cen- ry-Fox have been appointed to the oard of directors of the NTA Film Tetwork, Inc., Ely A. Landau, presi- ent of the network, announced yes- erday.

Twentieth Century-Fox has a 50 er cent interest in NTA.

The Fox executives are Spyros

(Continued on page 4)

Allied of Wisconsin Reelects Ben Marcus

Special to THE DAILY

ELKHART LAKE, Wisc., June 19 -Ben Marcus today was reelected resident of Allied Independent Theatre Owners of Wisconsin. Re- amed also were Oliver Trampe,

(Continued on page 4)

Television Today Page 7

Authorizes Unit To Reopen Talks With Allied

The board of directors, executive committee and membership of the Council of Motion Picture Organizations yesterday authorized its Allied States Association negotiations committee to reopen talks with the national exhibition organzation on having Allied rejoin COMPO.

The action was taken at an all-day meeting of COMPO at the Sheraton Astor Hotel here during which the group also voted to amend certain bylaws of COMPO and named a com-

(Continued on page 6)

FCC Will Release TV Network Study Sept. 30

From THE DAILY Bureau

WASHINGTON, June 19. — The Federal Communications Commission announced the report of its television network study staff would not be ready until Sept. 30.

Originally the report was to be sub-

(Continued on page 6)

Highlights of Compo Conference

¶Ratified the industry business building program for launching before Oet. 1;

¶Authorized reopening of negotiations for Allied States Assoeiation to return to COMPO membership;

¶Set annual COMPO dues drive for late in August;

¶Authorized further negotiations for TESMA to join COMPO

¶Amended the COMPO by-laws from unanimous rule to 75 per eent majority rule.

NARTB Board Urges Drive Against Toll-TV

By J. A. OTTEN

WASHINGTON, June 19. — The television board of the National Association of Radio and Television Broadcasters today urged members to launch an all-out campaign informing the public of what it would lose if pay television were authorized in the free television band.

In a formal resolution adopted at

(Continued on page 6)

Compo Approves Multi-Million Dollar Financing

The Council of Motion Picture Organizations yesterday ratified the joint industry 11-point business building program for launching before Oct. 1 with the inclusion of an institutional advertising campaign and also authorized the raising of a fund to finance the program by a levy on film rentals.

The action was taken by the industry group at a meeting here yesterday of its board of directors and executive committee.

COMPO named a committee of five—A. Montague of the Motion Picture Association of America; Ernest G. Stellings of Theatre Owners of America, plus three other representatives—to handle the drive for rais-

(Continued on page 6)

Universal 2nd Quarter Net Profit Up $438,874

A second quarter net profit of $1,563,837 for Universal Pictures Company, representing an increase of $438,874 over the corresponding quarter of last year did much to offset a drop of $958,634 for the first quarter, according to a 26-week statement released by the company yesterday.

For the 26 weeks ended May 4,

(Continued on page 4)

Annual Hospital Fellowship Set Up in Honor of Montague

The establishment of an annual A. Montague fellowship of the Will Rogers Memorial Hospital was announced last night by S. H. Fabian, Will Rogers treasurer, as the highlight of the testimonial dinner for Montague at the Waldorf-Astoria here honoring him for his "many years of productive service" as president of the industry's own hospital.

The dinner was attended by over a thousand key personalities of the motion picture industry, stage, radio and television and of medical and civic circles. Harry Brandt was general chairman of the event.

The new fellowship award will be for $2,500 and three months study at

(Continued on page 4)

London Again Heads Allied of Michigan

Special to THE DAILY

DETROIT, June 19.—Milton London today was reelected president of Allied Theatres of Michigan. Harold Sharpley was elected vice-president, and Fred P. Sweet secretary. William M. Wetsman was reelected treasurer. M. Wetsman was reelected to his post of treasurer.

Fox Confirms Newsreel Switch to CinemaScope

Conversion of Movietonews to CinemaScope, reported in MOTION PICTURE DAILY Tuesday, was confirmed yesterday in an announcement from 20th Century-Fox. The announcement said that the decision, reached at a conference of executives called last week by Spyros Skouras, was made in a search for a completely new format "to insure

(Continued on page 4)

U. A. Returns

(*Continued from page* 1)

more in advancing the welfare of the industry as a whole."

That negotiations for UA to reaffiliate itself with the industry production-distribution group were being discussed by Johnston and UA president Arthur B. Krim was first revealed early in May.

UA has twice resigned from the MPAA. The second time was in December, 1955, and came as a result of the upholding by the MPAA board of directors of the decision of the Production Code Administration to withhold approval of "The Man with the Golden Arm," a film dealing with narcotic addiction.

Resigned First in 1945

The first UA resignation took place in 1945 when the company's current management team headed by Krim and board chairman, Robert S. Benjamin, was not in control. They reapplied for MPAA membership and were accepted in September, 1954.

Even while not a member of the Association UA took an active role in the group's activities, including submission of all its art, copy, and advertising stills and campaigns for approval. UA has been an active member of the Motion Picture Export Association all along.

'U' Second Quarter

(*Continued from page* 1)

1957 the net earnings were $1,727,623 after providing $1,795,000 for Federal income tax. For the corresponding 26 weeks of 1956 net earnings were $2,047,383 after providing $1,885,000 for Federal income tax. Net earnings for the first quarter of 1957 were $163,786 compared to a net of $1,122,420 for the first quarter of 1956.

The 26-week earnings figure, after dividends on preferred stock, is equivalent to $1.74 per share on the 927,254 shares of common stock outstanding on May 4, 1957.

Allied of Wisconsin

(*Continued from page* 1)

treasurer; Harold Pearson, executive secretary, and S. J. Goldberg, national director. Edward Johnson was elected vice-president and Evelyn Gutenberg secretary.

Trampe delivered an address describing the work of Variety Club's Epilepsy Clinic in Milwaukee, after which the convention passed a resolution conveying congratulations to A. Montague, vice-president of Columbia Pictures, honored tonight in New York for his work in behalf of the Will Rogers Memorial Hospital at Saranac Lake, N. Y.

Arkansas House Burned

OSCEOLA, Ark., June 19.—Fire of undetermined origin destroyed the Gem Theatre here. Leroy Owens and B. Frank Williams, owners, estimated the loss at $100,000.

Hospital Fellowship Honors Montague

(*Continued from page* 1)

the hospital and research laboratories at Saranac Lake, N. Y. It will go annually to a "deserving doctor or scientist in the field of chest diseases."

Further tribute was paid to Montague with the presentation of a silver testimonial plaque to him by R. J. O'Donnell, chairman of the hospital board. The plaque bears a sculpture of Montague and the hospital and a representation of the Jo Davidson statue of Will Rogers which stands on the hospital grounds. Etched on the plaque are the facsimile signatures of all members of the hospital board of directors.

Tribute by O'Donnell

In presenting the plaque O'Donnell said: "Montague is now at the peak of his career and is also devoting his energy and abilities to over-all industry efforts as the chairman of the motion picture distributors committee, seeking the establishment of an industry-wide conciliation and arbitration system and as a member of the COMPO triumvirate. It is hoped that his efforts in this direction will weld the needed results in behalf of industry unity in trade and public relations matters."

O'Donnell then read the inscription on the plaque: "With deep respect and high regard for the man, we pay this honor to Abe Montague, president and friend, in recognition and grateful appreciation of his stalwart leadership. His high ideals and love of his fellow man are an inspiration to all who are privileged to know and work with him."

In accepting the tribute Montague announced that the hospital will shortly launch a new and enlarged program of healing and research. Under the new policy, he pointed out, the hospital will open its doors to amusement industry patients with other forms of chest diseases—virtually all chest diseases—in addition to tuberculosis, and no charge will be made to patients or any of their family. "Now greater numbers of our employees will be benefitted and helped back to health at Will Rogers," Montague said.

Artists Participate

The evening's entertainment consisted of a special tribute to the guest of honor with highlights of his career described by a number of performers. The program was written and produced by Morton Sunshine and featured Toni Arden, Guy Collyer, Virginia Graham, Helen Hayes, Nancy Kelly, Elaine Malbin, Cliff Robertson, Abbott Lee Ruskin, Jack Russell, Terry Saunders, Judy Scott, John Cameron Swayze, Theodor Uppman, and Julie Wilson, among others.

Among the highpoints of his career reviewed in the program were the following:

His early start as a piano salesman in Boston while he was taking piano lessons; a boyhood start as an usher at the Hollis Street theatre in Boston; a later connection with a motion picture theatre where, in 1911 he was one of the first to play the Edison talking pictures with phonograph sound and where as an exploitation stunt he hired one of the first airplanes seen in New England to advertise the theatre.

The dramatized biography then reminisced on the formation by Montague of a states rights distribution company in 1923 and the purchase by him of "The Wrong Woman" for $2,500 from Henry Ginsberg. In 1925, Joseph McConville became a partner with him and in 1929 they sold out to Columbia. In 1933 he became general sales manager for Columbia, a post he still retains, making it a record run for any company in the industry.

"Known as a tough trader, he is also respected by all segments of the industry for his fairmindedness. He is quiet, conservative . . . and will not compromise when he knows that he is right," the biography concluded.

Now a 'Montague Orchid'

Montague was also presented last night with a new orchid, recently developed, which has been registered by orchid growers as the "Montague Orchid" and will so be known from yesterday on.

Today more than 100 motion picture, radio and TV executives will board the Will Rogers Special at Grand Central Station for a three-day trip to the hospital at Saranac and a meeting of the board of directors at Herman Robbins resort hotel at Schroon Lake on Saturday.

Fox Confirms

(*Continued from page* 1)

the unique reportorial coverage which will make the newsreel a valuable, informative and entertaining addition to every motion picture program . . . and to make it more attractive to the motion picture exhibitor and the public."

Skouras appointed Edmund Reek, production chief of the newsreel, to supervise a planning committee to oversee the conversion. Earl Sponable, 20th-Fox research director, and Alan E. Freedman, president of DeLuxe Laboratories, will head a committee to implement the technical presentation of the reel. More than 200 Movietone cameramen—throughout the world will be equipped immediately with CinemaScope lenses. The reel will continue to issue two editions a week.

Executives attending the special meeting included Buddy Adler, executive in charge of production, W. C. Michel, executive vice-president, vice-presidents Joseph H. Moskowitz and Charles Einfeld, 20th International president Murray Silverstone, general sales manager Alex Harrison, secretary-treasurer Donald Henderson, International vice-president Emanuel Silverstone, Reek, Sponable, Freedman, and Herbert E. Bragg, assistant research director of the organization.

Also Martin Moskowitz, Eastern division manager, Glenn Norris, Central-Canadian division manager, Leslie F. Whelan, advertising-publicity director for 20th International, Movietone executives Jack Haney, Edward Nagle, Jack Gordon and Jack Kuhne, and home office sales executive Frank Carroll.

Exhibitor-Made 'Bayou' Seen Strong in South

From THE DAILY Bureau

HOLLYWOOD, June 19. – The exhibitor-produced "Bayou" grossed double the house average in its first 40 engagements in New Orleans, Birmingham, and other cities in the region where the story is laid, according to a report received from exhibitor M. A. Ripps and his coproducer, Edward I. Fessler.

Ripps and Fessler produced the picture, being distributed by United Artists, on the theory that the product shortage can be ended for all if showmen in each exchange area follow their example and produce at least one picture each.

The report states the New Orleans Saenger grossed $19,600 the first week, against $12,000 average; Mobile $9,299 again $4,500 average; other first runs proportionately.

4 Fox Heads

(*Continued from page* 1)

Skouras, president; Donald Henderson, treasurer; William C. Michel, executive vice-president; and Otto Koegel, chief attorney. They join four NTA officials—Landau, Oliver A. Unger, executive vice-president; Harold Goldman, vice-president and director of sales; and Edythe Rein, vice-president—on the board of directors of NTA.

Fox obtained 50 per cent of the outstanding stock of NTA from National Telefilm Associates on Oct. 29, 1956, when NTA acquired television rights to a large number of feature films from the Fox library.

Landau pointed out that the elections bring four top executives of Fox into the active management of the film network, which began commercial operations April 1, 1957.

"This is the first time that Skouras has taken such active participation in the operation of our television network and we are delighted to have such experienced veterans of the entertainment world on the board of the NTA Film Network," Landau said. "We look forward to even closer cooperation between the network and the superb production facilities of 20th Century-Fox."

THANKS

to

TONY MARTIN

for his unusual performance
and magnificent singing in

"Let's Be Happy"

to

VERA-ELLEN

for her exquisite portrayal and inimitable dancing in

"Let's Be Happy"

to

HENRY LEVIN

for his deft and sparkling direction of

"Let's Be Happy"

to

NICHOLAS BRODSZKY and
PAUL FRANCIS WEBSTER

for their winning combination of Hit Parade Music
and wonderful lyrics in

"Let's Be Happy"

to

AL SENDREY

for his extraordinary musical arrangements in

"Let's Be Happy"

And Thanks to the Others Who Contributed.

*Marcel Hellman**

"Let's Be Happy"

A **MARCEL HELLMAN** CinemaScope - Technicolor Production • Released thru Allied Artists

*IN PREPARATION — **"SARA DANE"** *based on the best selling novel by Catherine Goskin* • **"MEET MISS MORGAN"**

NARTB Board

(*Continued from page* 1)

a meeting here, the board also reaffirmed its opposition to proposals made to the Federal Communications Commission which would put toll TV into the television broadcast wavelength.

John E. Fetzer, television board chairman, warned that pay television, to force the public to pay for what it now sees free, would put the greatest economic burden on those who can least afford it. He declared that pay television would disrupt the "present excellent progress" made by television broadcasting in bringing more and better free service to the public.

Committee Formed

The board authorized the formation of a three-man committee "to oppose toll television schemes." C. Payson Hall, C. Wrede Petersmeyer and W. D. Rogers were named to the committee, but the program is still to be worked out.

FCC to Release

(*Continued from page* 1)

mitted June 30. The staff has been carrying on an intensive investigation of the television networks, under a committee of four FCC commissioners.

The FCC announcement said "steady progress" was being made on the study, but that the problems were complex, the data to be analyzed voluminous, and the work made more difficult by the refusal of four television film producers to cooperate with the committee.

B. E. Hoffman Honored

NEW HAVEN, June 19. — B. E. Hoffman, of Connecticut Theatres, will be honor guest at a testimonial dinner on Monday given by New Haven Jewish Community Center for his "dedicated and devoted service to the community, to Judaism and the State of Israel." George Jessel will be one of the speakers. Prominent industry figures will attend.

Start of Business-Building Plan Asked

(*Continued from page* 1)

ing funds to finance the business building program. The drive is to start on August 1 and is based on a levy of four tenths of one per cent of each theatre's film rental of last year which will be paid into COMPO on a monthly basis. Exhibitor collections are expected to reach $1,400,000 with the MPAA matching this figure dollar for dollar.

Montague, speaking on behalf of the MPAA, said that the film companies and their salesmen would attempt to collect the pledges from exhibitors who go along with the business building program. He and Roger H. Lewis, chairman of the MPAA advertising and publicity directors committee, will now take the COMPO moves back to the MPAA board of directors for approval.

The COMPO group voted to make the business building program an annual feature. It includes the Academy Awards Sweepstakes, the Audience Awards, a community reel short subject, a product trailer, an industry radio program, personality tours, a national advertising campaign for theatres, visits to editors and publishers, reduction in advertising billings, a market survey, and implementation of the program. The entire program and estimated cost were outlined to the COMPO meeting by Harry Mandel, chairman of COMPO's press relations committee.

Institutional Drive Urged

During the morning session yesterday, representatives of exhibition urged that COMPO immediately launch an institutional advertising campaign for the industry as one phase and "the essence" of the proposed business building program. It was pointed out that if such an institutional campaign were not started to get people back into the theatres —the Opinion Research Co. of Princeton expects to complete its survey on this issue next September —to coincide with the summer business upsurge, exhibitors "could not accept the 11-point business building program as proposed.

This viewpoint, it was reported following the morning session of the meeting, was taken by top officials of Theatre Owners of America and the Metropolitan Motion Picture Theatres Association.

'Re-Selling' Seen Vital

TOA's president Stellings and other exhibition officials, among them being Walter Reade Jr., Samuel Rosen and Emanuel Frisch, board chairman of MMPTA, pointed out to COMPO that theatres have lost out as an institution and that it is necessary to immediately resell the theatres to the public. "If we wait for the conclusion of the survey, we will lose out further," it was maintained.

Stellings, who declared that TOA still wants an institutional campaign, said that unless "it was included in the business building program, TOA will not accept the program and will not recommend it to exhibition." He also stated that TOA feels that at least $3,000,000 is needed for the entire business building program and an institutional advertising campaign.

Lewis Defends Program

Lewis defended the 11-point business building program as is by declaring that it is "just the first chapter of a continuing program." He said that the MPAA has already allocated certain funds for portions of the plan and that he will ask the MPAA for more funds in the future.

Montague, who was elected a member of the triumvirate succeeding Al Lichtman, retired, and the late William C. Gehring, presented to COMPO the views of the MPAA sales managers committee on the business building program and how it would affect the industry. "The patient will be cured as we figure that attendance would increase by 10,000,000 per week once the program is launched and if we go at it right," he said.

Seek Allied's Return to Compo

(*Continued from page* 1)

mittee to investigate a proposal for having COMPO conduct an industry research program.

The industry group authorized its established committee of Emanuel Frisch, Samuel Pinanski and A. Montague to communicate with Allied and to re-open negotiatons for their return to COMPO. It was made clear at the COMPO meeting yesterday that Allied, if and when it returns, would have one vote as a unit of Compo under the new bylaws voted yesterday and that it could have a representative on the COMPO governing committee, which is now the triumvirate composed of Pinanski, Montague and Robert W. Coyne.

Under the new by-laws, COMPO would be ruled by a 75 per cent majority rule on the board of directors and a 75 per cent majority rule on the executive committee with its member groups entitled to only one vote per unit. Each member, despite its numbers of delegates or representatives to COMPO, will now receive only one vote. Members are Theatre Owners of America, Motion Picture Association of America, Metropolitan Motion Picture Theatres Association, Independent Theatre Owners Association, Society of Independent Motion Picture Producers, the trade press and Variety Clubs.

COMPO also voted a committee, composed of Robert J. O'Donnell, Leo Brecher, Max A. Cohen and A. Montague to negotiate term contracts for special counsel Robert W. Coyne and information director Charles E. McCarthy. They also instructed Coyne to continue his negotiations with TESMA with a view to having the equipment-manufacturers group join COMPO as a board member with an annual dues of $500.

It was also voted that a committee headed by Walter Reade and two others look into the industry research proposal and discuss the categories of inquiry.

Dues Drive in August

The group also proposed to launch its annual dues drive during late August. The COMPO treasurers report was presented and it revealed that since COMPO started its dues drive last September, 8,242 theatres contributed to COMPO.

The COMPO session was opened yesterday by Coyne who, along with O'Donnell, presented a report on the status of the current national tax campaign. O'Donnell said that some 1,600 theatres are still affected by the Federal excise tax and that they contribute to about one third of the industry gross. He said that these houses, which have admissions up to $2.50, would be included in the relief which he confidently said was forthcoming.

Top Officials Attend

Attending the meeting were Abe Montague, Sidney Schreiber, Arthur L. Mayer, Michael F. Mayer, Joseph Alterman, Al Steen, Morton Thalhimer, Jr., Oscar A. Doob, Mel Konecoff, Max Cohen, Roger Lewis, Robert J. O'Donnell, Sam Rosen, Sherwin Kane, Gov. Ellis Arnall, C. D. Cook. Charles M. Reagan.

Also Eugene Picker, John Phillips, Solomon Strausberg, Harry Mandel, Ed Rowley, Sol A. Schwartz, Pat McGee, Ernest Stellings, Emanuel Frisch, Joseph Pear.

Also Leo Brecher, Jay Emanuel, Walter Reade, Jr., Herman Levy, George Kerasotes, Al Pickus, M. A. Lightman, Jr., William White, Sam Rinzler, Martin Quigley, Jr., Sam Pinanski, Robert W. Coyne, Charles E. McCarthy, Harold Saxe, and Stanley W. Prenosil.

CAPITAL WANTED

$35,000

To be used to purchase established commercial printing plant in Florida. The business will be used as security on the loan which will be repaid at $7,000 per year for 10 years in order to give attractive return on investment. If interested in proposition as outlined, write P.O. Box 1396, Sanford, Florida.

REVIEW:

The Curse of Frankenstein

Warner Bros.

THAT FAMOUS AND fascinating monster, originally conceived in the strangely complex, if thoroughly romantic mind of Mary Shelley 100 years ago, is here restored to its proper role in the living cinema. After lean years of playing straight man to various slapstick comedians, the monster-of-many-parts is, in this new British production, once again a creature to be reckoned with seriously within that highly specialized genre of romantic horror fiction.

"The Curse of Frankenstein" may not be the best, or even one of the most exciting horror films ever made, but it is certainly one of the two or three most gory. The audience is presented with what is, in effect, a practical guide on how to put together your own monster, should you have the spare parts around. As outlined by Baron Frankenstein, you first find a body and if the head is in bad shape (the buzzards may have eaten away the essential inner workings), you carve it off (just below camera range) and look for another. Thereafter, you watch the obituaries in the Munich *Daily Star*, and when a musician dies, you go off to the graveyard and bring back his hands. You get the new eyes in the same way. For the brain, however, it may be necessary to invite a brilliant old professor to your home, wine him and dine him, then push him over a balcony.

The greater part of the film is occupied with this sort of business, most of it explicit and a lot of it fairly shocking. What makes it palatable to the non-sadist, is that it's treated more or less in the *Grand Guignol* tradition of macabre humor. Baron Frankenstein's activities are so far beyond belief that they eventually seem rather droll variations or ordinary human behavior.

James Sangster's original screenplay, however, is short on suspense and mood. With the exception of the opening and closing shots, showing the Baron a madman awaiting execution in an eerie mountain prison, most of the action takes place in the Baron's rather ordinary middleclass home which the Trapp Family would probably find comfortable. His laboratory looks like Dad's workshop might if Dad had started playing around with Junior's chemistry set. Even the monster himself is not so shocking as he might be, due, perhaps, to the color photography. The latter, so effective when someone gets shot in the face (red splatters over everything) also shows up the monster's elaborate makeup job. Frankly he looks like somebody who'd fallen into a flour barrel.

The exhibitor should not worry that the plot line is utterly simple, since it has the virtue of straightforward story-telling, or that the cast is totally unknown this side. The picture is not for children, but it can be handsomely exploited for adult fans. In principal roles are Peter Cushing, as the Baron; Hazel Court, as his pretty, innocent fiancee, and Robert Urquhart, as the friend who denounces the experiments. Most effective is Melvyn Hayes, who, playing the Baron as a young boy, has a weird and diabolic quality missed in the later scenes.

Warner Brothers is U.S. distributor. Michael Carreras is executive producer; Anthony Hinds, producer, and Terence Fisher, director. Running time, 83 minutes. Adult classification. Release, in July.

VINCENT CANBY

Building Parking Lot

BALTIMORE, June 19—The Cinema, an art house here, is completing construction of a parking lot in the rear of the theatre to accommodate 80 cars. The house is a unit of Schwaber Theatres and is managed by Charles Sponseler.

'Island' Big 1st Week

Darryl F. Zanuck's "Island in the Sun" turned in a $115,000 opening week at New York's Roxy surpassing "Anastasia" and "Heaven Knows, Mr. Allison," according to Robert C. Rothafel, managing director of the theatre.

Shearer-Stewart Deal

SEATTLE, Wash., June 19—The B. F. Shearer Co., distributors of theatre equipment and furnishings with offices in Portland, San Francisco and Los Angeles and here, has announced that it will handle theatre screens of the Stewart Trans-Lux Screen Corp. in a new association.

$150,000 for 'Prince'

Warner Bros.' "The Prince and the Showgirl" was expected to wind up the first week of its world premiere engagement at the Radio City Music Hall with a strong $150,000 last night.

Television Today

ASCAP Offers Program Guide to Radio, TV

ASCAP sales manager, J. M. Collins, has announced the release this week of a special issue of the ASCAP Program Guide to radio and television program directors and advertising agencies. The release, known as "The ASCAP Musical Almanac," is the first of a series and covers the months of July, August and September.

The Almanac contains lists of suggested recordings of popular and classical compositions appropriate to weather, items of historical and national interest, music festivals, travelogues and specal events. The next issue of the "Almanac" will cover the fall season, and will be ready for the months of October, November and December.

Four Named to Staff Of 20th-Fox TV Unit

An expansion program in commercial film production at TCF-TV, the 20th Century-Fox subsidiary, has been disclosed by Gordon S. Mitchell, president of All-Scope Pictures, which operates as the CTF-TV commercial film division. He announced that Chester Glassley, former president of Five Star Productions, and three others are joining the organization.

Other additions to Mitchell's staff include Penrod Dennis, formerly of Young & Rubicam, who will act as production co-ordinator; Joseph Orlando, formerly of Five Star, who will serve as assistant to Glassley; and Howard French, formerly of Five Star, editorial assistant.

Glassley will be associate producer and serve as assistant to Mitchell in the handling of many commercial films now in work at TCF-TV.

"Our organization is enjoying an unprecedented boom in business at a time when commercial film production is usually a low ebb," Mitchell said.

CBS Names Graham

Harold Graham, Jr., has been appointed program executive of the CBS-TV network program department, Hollywood. In the newly created post, he will function primarily in liaison with advertisers, cooordinating program and talent matters with all advertisers of network shows originating in Hollywood. He was formerly with McCann-Erickson, Inc.

Five NBC Operas Set

Five opera productions by the NBC Opera Company are scheduled for the 1957-58 season. Francis Poulenc's "Dialogues of the Carmelites" will introduce the series on Dec. 8.

Find Code Maximum on Commercials Observed

From THE DAILY Bureau

WASHINGTON, June 18. — Stations subscribing to the television code of the National Association of Radio and Television Broadcasters are well within code limits in the amount of commercial time used on their feature length film programs, according to a survey made recently by the NARTB code review board.

At a meeting held in Washington yesterday and today, the code review board reported that it had monitored 226 feature length programs put on by 49 stations in 24 cities. In no case, the board said, did a station exceed the code maximum for commercial time, and more than three-fourths of the stations monitored used half or less than the prescribed time. The survey covered only programs of an hour or more broadcast after 6 P.M.

Consider Use of Code Seal

Board chairman William B. Quarton announced that the members of the board would meet with members of the Alliance of Film Producers next November in Hollywood to discuss the use of a code seal for films made by Alliance members as well as other code matters. The Alliance joined the code six months ago.

Miami Station WPST-TV Joins ABC Network

WPST-TV will become the ABC Television network's primary affiliate on VHF Channel 10 in Miami, Fla., another of the nation's top 20 markets when the station goes on the air Aug. 1. Announcement of the affiliation was made today by Walter Koessler, general manager of WPST-TV, and Alfred R. Beekman, vice president in charge of station relations for the network.

National Airlines Subsidiary

WPST-TV is owned and operated by Public Service Television, Inc., wholly owned by National Airlines. The channel 10 station will operate with 316 kw video power and 189 kw audio power in the 17th market in retail sales nationally and the first in the State of Florida.

ABC Promotes Wyatt

Eugene C. Wyatt has been promoted to national sales manager for the ABC Television Network, it has been announced by Slocum Chapin, vice-president in charge of sales for the ABC Television Network. Wyatt will head sales and sales service for the ABC Television Network of the various divisions, including Eastern, Central, Detroit and West Coast.

Kiss . . . and make-up

SHARP, indeed, is the eye of the camera. Scarcely sharper than the eyes of the seasoned movie-goer. Stars must be perfect—in every detail—always!

Constant care makes this possible. Constant care in every aspect of make-up, setting, lighting! Making co-ordination like this work is but one of the many facets of the Eastman Kodak Technical Service for Motion Picture Film . . . that and the ability to provide a motion picture film for every purpose. Inquiries invited.

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Midwest Division
130 E. Randolph Drive, Chicago 1, Illinois

West Coast Division
6706 Santa Monica Blvd., Hollywood 38, Calif.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 81, NO. 120 NEW YORK, U.S.A., FRIDAY, JUNE 21, 1957 TEN CENTS

Within a Month

Allied's EDC Will Meet on Print Shortage

To Discuss Problem on Extension of Clearances

Plans are currently being formulated for Allied States Association's Emergency Defense Committee to meet within the next 30 days to discuss problems arising out of print shortages, it was revealed here yesterday by EDC chairman Irving Dollinger.

The national exhibition leader pointed out that he is currently polling all national EDC officials plus those associated with local EDC groups on their availability for such a meeting within the next month.

Dollinger said that the meeting is being called primarily to discuss problems on the extension of clearances and the destruction of runs brought about by the shortage of prints. He also said that the EDC groups will

(*Continued on page* 6)

Rule Gov't. Can Sell General Aniline Stock

From THE DAILY Bureau

WASHINGTON, June 20. – The U. S. Court of Appeals today said it was all right for the government to propose to sell 75 per cent of its stock in General Aniline and Film Corp.

The decision, by a three judge panel upholding a decision of district court Judge Pine, will almost certainly be appealed to the Supreme Court.

The government some months ago announced plans to sell 75 per cent of the vested stock in General Aniline. A suit was brought to block the sale,

(*Continued on page* 5)

TRADEWISE

on page 2

Television Today

on page 4

MPAA, British Technicians Talk on Limiting Foreign Talent in U. K.

From THE DAILY Bureau

LONDON, June 20–Following a meeting held here today under the auspices of the Labour Ministry, representatives of the Motion Picture Association of America and the Association of Cinematograph and Allied Technicians (ACTT) mutally agreed that it "should be possible to impose a reasonable limitation on the employment of foreign producers and directors, thus ensuring that a proper proportion between British and foreign employment in this field will be maintained." They agreed to continue discussions at a further meeting July 4.

The ACTT agreed to suspend its ban, tentatively imposed July 1, which would prevent ACTT members from working for producers who had not reached agreement with the union. Subsequent to its meeting with the MPAA, ACTT met with the Federation of British Film Makers, with the understanding that final discussions with the latter will be postponed until the MPAA negotiations are concluded.

Slate Re-Election of Hospital Officers

All officers of the Will Rogers Memorial Hospital at Saranac Lake, N. Y., are expected to be reelected at the annual meeting of the hospital's board of directors tomorrow.

A. Montague

Officers are A. Montague, president; Robert J. O'Donnell, chairman of the board; Harry Brandt, Charles J. Feldman, Robert Mochrie, Herman Robbins, Fred J. Schwartz, Sam J. Switow, Joseph R. Vogel, Richard F. Walsh and Murray Weiss, vice-presidents; Max A. Cohen, secretary; S. H. Fabian, treasurer; Sam Rosen, assistant treasurer. Additions to or substitutions for vice-presidencies are likely.

The election will be held at Herman Robbins' Edgewater Motel, Schroon Lake, N. Y., tomorrow, where the hospital board's annual meeting traditionally takes place fol-

(*Continued on page* 5)

Para. International Shifts Two Executives

Key overseas management shifts in two Paramount International divisions have been set to take place early in July, according to James E. Perkins, executive vice-president of Paramount International Films, Inc.

R. L. Graham, the company's top representative in Argentina since June, 1950, will leave Buenos Aires to become managing director for

(*Continued on page* 2)

Will Watch FCC, Justice Action On Broadcasting Progress: Celler

By J. A. OTTEN

WASHINGTON, June 20–House Judiciary Committee Chairman Celler (D., N.Y.) promised his anti-trust subcommittee would keep a watchful eye on the way the Federal Communications Commission and Justice Department carry out the recommendations made by the subcommittee in its recent broadcasting report.

That report called on the FCC and Anti-Trust Division to take various steps to toughen present treatment of the major networks.

Speaking today before an FCC Bar Association luncheon, Celler said the subcommittee had asked both agencies for detailed progress reports on what they do to carry out each subcommittee recommendation, and would also generally follow the activities of both agencies in this field.

Celler repeated the subcommittee's conclusion that the FCC had failed to "perform its statutory obligations

(*Continued on page* 5)

Wisc. Exhibitors

Doubt Benefit Of Telemovies To Theatres

Fear Cable Theatre Would Spread Beyond Residences

Special to THE DAILY

ELKHART LAKE, Wisc., June 20 –Exhibitors attending the convention of the Independent Theatre Owners of Wisconsin here expressed strong doubts that the cable theatre will prove beneficial to them after hearing a speech on the subject by Z. H. Garfield, assistant to the president of Jerrold Electronics Corp., telemovies organization currently active in the field.

Ben Marcus

Garfield told the delegates that the cable theatre is not designed "to put motion picture theatres out of busi-

(*Continued on page* 4)

Harry Lamont Is Dead; Long a N. Y. Exhibitor

Special to THE DAILY

ALBANY, N. Y., June 20 – Harry W. Lamont, 53, president of Lamont Theatres, long a director of Theatre Owners of America, former chief barker of Albany Variety Club and chairman of its Heart Fund since 1955, died suddenly of a cerebral hemmorrhage early today at Alexandria Bay. He had gone there

(*Continued on page* 6)

'Island' Doing Well In Southern Cities

Darryl F. Zanuck's "Island in the Sun" is registering outstanding grosses in its first week at theatres in a number of Southern cities, 20th Century-Fox reported yesterday.

At the Rialto Theatre in Louisville

(*Continued on page* 6)

PERSONAL MENTION

ALEX HARRISON, 20th Century-Fox general sales manager, has arrived in Denver from New York.

•

George Kerasotes, chairman of the executive committee of Theatre Owners of America, returned to Springfield, Ill., yesterday from New York.

•

Burt Lancaster will arrive in New York today from the Coast.

•

Robert Lippert, 20th Century-Fox producer, has returned to Hollywood from New York.

•

Henry Fonda left New York yesterday for Germany.

•

Hal March, television "emcee," who is cast for Paramount's "Hear Me Good," will leave New York on Sunday for Hollywood.

•

R. R. **Kaufman**, president of Guild Films, has left New York by plane for Mazatlan, Mexico.

Todd Asks Cancellation Of '80 Days' 1957 Tax

From THE DAILY Bureau

HOLLYWOOD, June 20. – The Michael Todd Co., which last week sought reduction of a county tax on the negative of "Around the World in 80 Days," today filed application with the county board of supervisors asking total cancellation of the 1957 tax ($105,064) and refund on the 1956 tax on the ground that the "negative is not, as has been the view of the county assessor, assessable personal property, but is an intangible not subject to any property tax under California law."

Todd attorneys pointed out that county tax in past has ranged from as much as $40,000 on a two-million-dollar picture to more than a quarter-million on "The Ten Commandments," with nobody challenging the legality, and that the present Todd proceedings, if successful, would open the way for all producers to claim a refund for all taxes paid in the past three years.

250 Book 'Love'

Allied Artist's "Love In The Afternoon," will be released nationally during July and August with over 250 key city bookings already set, according to Morey R. Goldstein, vice president and general sales manager.

TRADEWISE

By ONLOOKER

HOWARD HUGHES' "Jet Pilot" will not be released by Universal next month, as planned until recently, but will be a Labor Day weekend release instead. Although the picture has been on the shelf for years, Hughes reportedly will insist that it not be shown to reviewers in advance of its premiere, so no reviews, trade or otherwise, will be published beforehand. Also, Hughes is said to have decided to supplement Universal's ad budget for the picture with a sizeable one of his own. . . . Closing of a deal for leasing Universal's backlog to TV is still some time away. Talks are continuing; perhaps even an understanding with Screen Gems has been reached. But nothing has been signed and with innumerable details to be cleared up before anything can be, a switch weeks hence is not impossible. . . . Remember those reports last winter that Paramount had reached an agreement with CBS on a deal for its backlog? The "inside" at the time was the whole thing would be signed, sealed and delivered "within 60 days." It's twice that now and still nothing's happened.

DURING NEW YORK'S torrid spell this week, the RKO Metropolitan circuit took extra space in the newspapers to run a sketch of a determined housewife confronting her husband planted before the TV set with the question, "Gee, Joe, are we going to sit home and swelter again tonight?" There followed some persuasive copy on the comfort and relaxation to be found at the air-conditioned neighborhood theatre, for its programs, its big screen and color, as contrasted with discomfort in the living room before "a screen the size of an omelet.". . . With the East in the grip of six days of insufferable heat, that message, enlarged and repeated scores of times, might well have constituted an extraordinarily effective business-getter and institutional promotion piece for theatres generally. Too bad more circuits and, yes, independent operators seldom think in the same channels. . . . Maybe the industry's business building program scheduled to start next fall will remedy that in some important measure. Maybe. . . . Who says showmanship in independent exhibitor ranks is dead? John O'Rourke, booker at United Artists' Minneapolis exchange, was asked recently by Howard Underwood of the Home circuit, Brainerd, Minn., to get him six monkeys to put on as many patrons' backs as promotion giveaways for the circuit's engagement of "Monkey on My Back." O'Rourke found 'em, too. In a W. T. Grant store in Minneapolis at $40 a copy. . . . Praise from one's contemporaries is praise indeed, and that's what Russell Downing's Radio City Music Hall receives from "Rick" Ricketson, whose National Theatres operates the Roxy, a block distant on New York's 50th Street. In N.T.'s house organ, "Showman," "Rick" re-emphasizes for the benefit of his managers the importance of institutionalizing the individual theatre in every effort to re-win old patrons and attract new ones. . . . He cites the Music Hall as the ultimate proof that the big as well as the little theatres can be successfully institutionalized. He describes the Music Hall as "the most successful theatre in America today" that may benefit to the extent of 20 to 30 per cent of its total annual attendance from tourist and other patronage drawn to it by its institutionalized services and attractions. "The Music Hall has become a great American institution," he writes, "a modern, elegant setting to embellish its precious jewel—a feature motion picture."

A RECENT NEWS STORY in Motion Picture Daily reporting distributor views of the anti-blind checking laws enacted in Texas and Arkansas contained a quote from one executive who said the exhibitor who deliberately falsifies his return is a rarity. Several distribution representatives phoned to say that just isn't so and the guy who said it either knows it isn't or is more of a rarity himself.

Paramount

(*Continued from page* 1)

Paramount in Australia and New Zealand. His successor in Buenos Aires will be Hugo Stramer, until recently general manager in Argentina for RKO Radio Pictures.

Remaining in the post of division manager for Australia and New Zealand, is Clay V. Hake, who has been on temporary leave from that top post to serve as coordinator for overseas sales and distribution of "The Ten Commandments." He is presently in Europe in this connection.

Graham will leave Argentina for Australia immediately, travelling via New York where he will confer with home office executives.

Congressman Lauds Film

Congressman Hale Boggs (D., La.), chairman of the special committee on narcotics in the House of Representatives, has filmed a prologue, theatre trailer and several television shorts on behalf of Columbia's "Pickup Alley." In addition, Congressman Boggs has made radio tape recordings to publicize the Warwick feature. The film is based upon the International Police Organization's fight against narcotics trade.

NEW YORK THEATRES

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MARILYN MONROE • LAURENCE OLIVIER
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A Warner Bros. Release • TECHNICOLOR®
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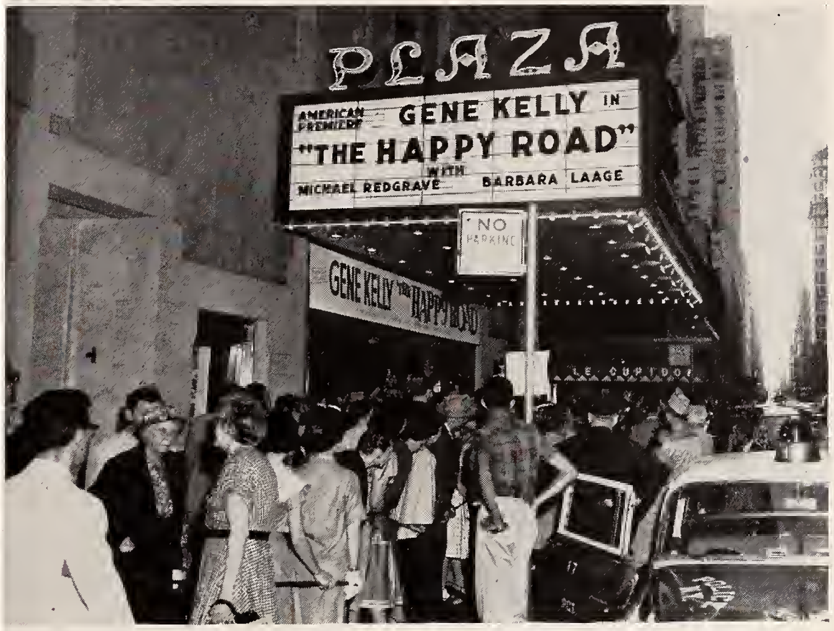
Happy N. Y. Premiere for 'The Happy Road'


PLAZA
AMERICAN PREMIERE GENE KELLY IN
"THE HAPPY ROAD"
WITH
MICHAEL REDGRAVE BARBARA LAAGE
NO PARKING
GENE KELLY THE HAPPY ROAD

Crowds assembled at the Plaza Theatre early last night to catch glimpses of the prominent guests and celebrities who attended the American premiere of Gene Kelly's latest picture. Kelly graciously signed autographs where spectators managed to break through the police lines.

It was a happy occasion last night at the Plaza Theatre when M-G-M's "The Happy Road" made its bow for the benefit of the French Hospital. There were numerous stars and other celebrities on hand for the event which marked Gene Kelly's debut as producer, director and star. The story delightfully tells of two youngsters who run away from boarding school in France and the merry chase their parents lead to catch up with them. There are many laughs to bolster the incidents that take place. The picture already has won wide acclaim, having been selected as Picture of the Month by Good Housekeeping magazine, Redbook, Coronet, among others. Opinion makers also have praised it. Included in this category are such names as Bennet Cerf, TV panelist, publisher and author, who hails it as "The most beguiling picture of the year—funny, charming and romantic." Then there is Dorothy Kilgallen, syndicated columnist, radio commentator and TV panelist, who commented, "An enchanting movie full of laughs—and heartwarming too. The whole family will get a kick out of this one. I loved it." Parents Magazine also awarded the film a bronze medal for special merit.

William Evans, manager of the Plaza, officially welcomes Gene Kelly, his mother, Mrs. H. C. Kelly, and his sister-in-law, Mrs. Fred Kelly, who came from Pittsburgh to attend the momentous event.

Leo Brecher, left, owner of the Plaza Theatre, and Mrs. Brecher greet Eugene Blanc, president of the French Hospital, which benefitted by the premiere, and Mrs. Blanc.

Inger Stevens, who co-stars with Bing Crosby in "Man on Fire," is shown with Howard Dietz, Loew's, Inc., vice-president, upon their arrival at the theatre.

Ray Heatherton, of WOR's "Luncheon at Sardi's," tapes an interview with Jules Munshin, one of the stars of M-G-M's "Silk Stockings."

M. George Fieschi, French consul, one of the many distinguished guests, congratulates Eugene Blanc, president of the French Hospital on the large turnout for the benefit premiere of "The Happy Road."

Television Today

Who's Where

Edward L. ("Ned") Koenig, Jr. has been appointed vice-president in charge of sales for Hal Roach Studios. Koenig, who joined the company in 1954, has served as general sales manager for the studios and as executive assistant to **Hal Roach, Jr.**, president.

□

Bernard Goodwin, president of the DuMont Broadcasting Corp., has announced the appointment of **James R. Bonfils** as station manager of WTTG, Washington, D. C. **James Anderson**, formerly station manager of WTTG, has been transferred to the DuMont New York office.

□

The promotions of **Henry Hede** to Eastern sales manager and of **John Fitzgerald** to director of sales service for the ABC Television Network, were announced by **Eugene C. Wyatt**, national sales manager for the ABC-TV. **Hede** has been business manager of TV network sales while **Fitzgerald** has been assistant business manager for ABC-TV network sales.

□

Sid Mesibov has been appointed director of special exploitation projects for the ABC Television Network. For the past two and a half years, since its inception, he has been director of public relations for the Television Bureau of Advertising.

New CBS Building Begun in Hollywood

CBS Television has announced the start of construction of new facilities designed to increase the creative and productive capacity of Television City, Hollywood, and to be finished by late 1958. The facilities include two new studios, seven new rehearsal halls, a major expansion of the service complex including provision for making and storing the many elements required for program production, and a new administration building.

The new CBS Television studios and offices will be integrated with the existing ones. The largest ever built for television, it will have a floor area of 14,100 square feet, 2,100 feet larger than the existing studios.

Radio Pioneer Dies

Cyril Ouellette Langlois, founder and chairman of the board of Lang-Worth Feature Programs, Inc., died Tuesday following an extended illness. He was 64. Langlois was one of radio's early producers of transcribed feature programs and was an outstanding contributor to the development of higher quality programming for radio stations.

Doubt Benefit

(*Continued from page 1*)

ness." He added: "If we can't get the people to the theatre we have to take the theatre to them. We have to recapture the lost audience."

In answer to a question by Ben Marcus, president of Wisconsin Allied, as to why the public should pay for something it is now getting free on television, Garfield said: "The public will pay for first-run pictures. People who do not go to the theatre at all would be willing to pay for this service at home."

Garfield then contended that, although some subsequent-run theatres and drive-ins might have to close, the cable theatre interests are only concerned about the 60,000,000 people who aren't going to theatres now anyway.

Expansion Seen Possibility

At this point one exhibitor expressed concern about percentages being lost by film theatres under a cable theatre system. Doubt was also raised as to whether the cable theatre might not be extended to commercial places in addition to the residential service.

Garfield then told the exhibitors they should not rush to invest in the cable theatre but wait until it has been tested and proven.

Herbert Barnett, of the General Precision Equipment Corp., explained the technical procedure of telemovies equipment and expressed the view that there should be other tests besides the one planned at Bartlesville, Okla. He warned that exhibitors in towns of less than 10,000 population should definitely wait.

At the closing banquet tonight Marcus was presented with a plaque by the Wisconsin Variety Club in appreciation of his services to that organization.

NARTB Develops New TV Circulation Method

A method of measuring weekly and daily circulation figures for television stations has been developed under the auspices of the National Association of Radio and Television Broadcasters. The method, developed by the NARTB Circulation Committee's Research Subcommittee, involves a telephone interview technique. Average daily and weekly circulation would be measured, along with television set ownership data on a county-by-county basis.

The Television Board of NARTB recommended that the new method be fully explained to the industry at the NARTB regional meetings this fall. An analysis of industry reaction could then be made to determine what steps should be taken to put the plan into effect.

REVIEW:

The Land Unknown

Universal—CinemaScope

HOLLYWOOD, June 20

Linking fact with fancy more successfully than most ventures into imaginative melodrama, this production by William Alland serves its 78 minutes well. It employs its players, principally Jock Mahoney, Shawn Smith, William Reynolds and Phil Harvey, profitably from the standpoint of career, and reflects favorably on the direction of Virgil Vogel. The screenplay is by Laszlo Gorog, from an adaptation by William N. Robson of a story by Charles Palmer, and plausibility is remarkably well retained. It measures up fully to the requirements of its kind, and stands head and shoulders above most others in the convincing realism of its prehistoric monsters.

The story gets off to a realistic start by establishing the setting as the South Polar region under exploration by the late Admiral Byrd, using excellent library footage for this purpose. Shortly it follows a helicopter carrying Mahoney, Reynolds, Harvey and Miss Smith on an observation flight which is interrupted by a storm that drops the 'copter into a valley so deep that the temperature falls from polar level to tropical. The ship is damaged slightly as they land, and they are forced to live for weeks in this region where, they learn, the Mesozoic Age still lives, and its animals —pterodactyl, elasmosaurus and the gigantic tyrannosaurus Rex — still dwell unchanged by the passage of time.

They also meet a member of an earlier Byrd expedition who has lived here 10 years and learned to cope with the monsters. Numerous actionful conflicts occur before the men are able to repair their 'copter, using materials salvaged from earlier wreckage, and fly back up to polar level in time to catch the Byrd ship and return to their homes. Credit for the most convincing pre-historic monsters yet seen is due makeup artists Bud Westmore and Jack Kevan, and special-effects expert Fred Knoth.

Running time, 78 minutes. General classification. Release, in August.

WILLIAM R. WEAVER

N. O. Variety & WOMPI To Aid Fund Drive

Special to THE DAILY

NEW ORLEANS, June 20. — The Variety Club, the Variety Women's Auxiliary and the Women of the Motion Picture Industry are among the groups which will assist in an all-out drive for funds to support the Cerebral Palsy Association of Greater New Orleans.

Several thousand volunteer workers will solicit contributions on a house-to-house basis on July 1. It is hoped that the one - night fund solicitation, designated the Cerebral Palsy Golden Crusade, will provide for sufficient medical assistance for the remainder of the year.

. . of Drive-ins

File Bridgeport Certificate

The Candlelite Drive-In Theatre Inc., Bridgeport, Conn., a newly-organized corporation, has filed a certificate of incorporation with the Secretary of State at State Capitol, Hartford, listing amount of subscribed capital, $50,000; amount paid in cash, $50,000; president, Bruno Weingarten; treasurer, E. M. Loew; secretary, Melitta Feinblatt; directors, same as officers.

⦿

Redecorates Conn. Unit

Sal Adorno, Jr., owner-general manager of the Middletown (Conn.) Drive-In, has completed extensive redecorating and relandscaping, including planting of brush and other greenery in the area fronting the Middletown-Saybrook highway.

IT'S A HIT!
in Dallas

TICKETS
S.R.O.

BUT . . . will it be a hit in your house?

It went over big in Big D . . . but before any show can be a success in *your* house, your equipment must be in condition to roll it perfectly. *Any* show can be a *better* show when equipment performs properly. That's where RCA Theatre Service comes in.

Protect your *equipment and picture investment* with RCA Theatre Service. RCA engineers have an average of 13 years of servicing experience. Let them keep your equipment operating in top-notch condition.

It will pay you to write *now* for complete information!

Technical Products Department
RCA SERVICE COMPANY, INC.
A Radio Corporation of America Subsidiary
Camden 8, New Jersey
Tmk(s) ®

To Watch FCC

(*Continued from page* 1)

adequately and has not infrequently failed to conform its regulatory activities to the letter and spirit of the anti-trust laws." However, he also again stressed that the subcommittee felt that the FCC and Justice Department have ample statutory authority to correct most present restrictive practices, and that "the solution does not lie in the enactment of extensive new legislation but rather in the exercise by the government agencies of authority which they have already been provided."

Celler said he was introducing today a bill to make the Robinson-Patman act apply against discriminatory discounts on broadcast time and on other service sales. Now it applies only to the sale of goods. This was the one area where the judiciary report said legislation was needed.

The Bar Association speech reviewed much of the recent subcommittee report.

Hospital Officers

(*Continued from page* 1)

lowing the directors' annual visit to the hospital premises.

A delegation of nearly 100 will leave here by special train tonight, arriving at Saranac Lake in the morning for an all-day visit and inspection. A luncheon program at Will Rogers Hospital will be a feature of the day with the directors and their guests leaving by motor coach later for Schroon Lake, where they spend Friday and Saturday nights as guests of Robbins and his sons, Al, Burt and Norman. The party returns to New York Sunday afternoon.

In addition to the directors and their customary guests, this year exhibitor and distributor representatives from every exchange city have been invited to join the group.

Brogden, Journalist Dies; Services Today

From THE DAILY Bureau

HOLLYWOOD, June 20 — Private funeral services will be held tomorrow at Forest Lawn for William Brogden, 48, widely known Hollywood trade journalist and reviewer, who succumbed this morning to a heart ailment after several months of illness.

The deceased, who signed his copy "Brog," joined the late Arthur Ungar in the Coast office of weekly "Variety" 24 years ago as the office boy, becoming a reporter and reviewer four years later when "Daily Variety" was established. His widow, Flavia, and a son, William Jr., survive.

'Love' Field Force

A special field force of 12 men has ben assigned by Allied Artists to exploit the Billy Wilder production "Love In The Afternoon." The field force, one of the largest in the company's history, will cover all the key cities and many sub-keys.

REVIEW:

Bernardine

20th Century-Fox—CinemaScope

"Bernardine" is a picture for and about teen-agers which is somewhat unique in these days for its avoidance of the overworked juvenile delinquency theme. The adolescents in this film come from well-to-do families, and their major problems concern whether they will pass their school exams and who their date will be for Saturday night. Such crises are treated lightly and humorously for the most part in "Bernardine" and go to make up a pleasant and wholesome piece of summer entertainment.

At the box office it will cause its greatest stir through the presence in the cast of Pat Boone, the crooner who currently is one of the idols of the younger set. He is a personable, clean-cut and average-looking young man who easily typifies the boy-next-door. This is his screen debut, and he is relaxed and natural before the camera. He sings three songs in the picture in an easy, straightforward style, the best of which is a ballad called "Love Letters in the Sand," already a top hit on the disc jockey circuit.

There are also several other new and fresh young faces in this film, the most promising of whom would seem to be Richard Sargent, who plays Boone's best friend and associate in their high school club. He, too, has an ingratiating personality. Other members of the club are enacted by Val Benedict, Tom Pittman, and Ronnie Burns.

Of some significance to older moviegoers is the return to the screen in "Bernardine" of Janet Gaynor, who plays Sargent's widowed mother. It is good to see the star of the original "A Star Is Born" again; she has aged gracefully and still can give a good performance. Also on hand to represent the distaffs is Terry Moore as a girl pursued by Sargent.

Most teen-agers attracted to this film will recognize and identify with such symbols as sneakers and sweaters, cokes and hamburgers, juke boxes, high school clubs, problems of dating, and the desire to own one's own car. These are part and parcel of a somewhat jerry-built script which concentrates ultimately on Sargent's search for a steady girl friend and Boone's efforts to help him. Sargent meets Miss Moore, a telephone operator, and thinks he has found his "Bernardine" (the teen-agers' name in this film for their idea of an ideal date). But she falls in love with Boone's older brother (played by James Drury).

The mood of the picture, which has been frivolous up to this point, suddenly goes serious as the upset Sargent breaks off his friendship with Boone and leaves home to enlist in the army. But he returns on a furlough at the end and the friendship is resumed.

The picture is based somewhat loosely on a stage play by Mary Chase, author of the immortal "Harvey." The screen play by Theodore Reeves was directed by Henry Levin and produced by Samuel G. Engel.

Photography in CinemaScope and color by De Luxe gives this lightweight film a pretty appearance and should help it considerably to chalk up some good summer grosses.

Running time, 95 minutes. General classification. Release, in July.

Richard Gertner

S. C. Theatre Files New Anti-Trust Suit

An anti-trust suit, asking $1,350,000 in damages, against several distributting companies was filed here yesterday by Carver Theatre, Inc., operators of the Carver Theatre in Rock Hill, S. C. Named as defendants were Paramount Pictures, 20th Century-Fox, Warner Brothers, Loew's, Columbia, Universal, United Artists, Republic, Allied Artists and Buena Vista.

The suit charges that the defendants have "discriminated" against the Carver in favor of other exhibitors in the area. It is claimed that the theatre was denied clearances or first-runs despite the fact that it is not in competition with other theatres since it serves a colored-patron alientele exclusively.

Gov't Can Sell

(*Continued from page* 1)

claiming that the remaining 25 per cent would not be enough to cover the claims of "non-enemy" stockholders of the Swiss investment company, Interhandel. Judge Pine and the Circuit Court today said the 25 per cent would be enough and that it was all right for the government to sell the 75 per cent.

Code Seal to 'Monkey'; PCA Appeal Is Dropped

The Production Code Administration has granted Edward Small a Code Seal for his "Monkey on My Back" following the producer's withdrawal of an appeal of a PCA decision to withhold the seal. The producer also conformed to suggestions offered on getting PCA approval of the picture, which deals with narcotics.

Small, last month, filed an appeal of the PCA action to withhold Code approval on the grounds that the picture showed a person receiving a narcotics injection. The appeal was scheduled to be taken by the board of directors of the Motion Picture Association of America, but it fell by the wayside.

Both United Artists, the distributor of the film, and the MPAA yesterday had no comment to make on the film receiving a Code seal.

UA this week rejoined the MPAA following resolution of some difficulties which caused the distribution company to resign from the MPAA in late 1955. One factor contributing to UA's withdrawal then was the make-up of the PCA Appeals Board. The MPAA last week revised its Appeals Board to include independent producers and exhibitors.

Skowhegan Exhibitor

SKOWHEGAN, Me., June 20. — Carl Beals, manager of the Strand Theatre here, for Lockwood & Gordon for many years, died at his home following a long illness. He was 58. A son survives.

CAPITAL WANTED

$35,000

To be used to purchase established commercial printing plant in Florida. The business will be used as security on the loan which will be repaid at $7,000 per year for 10 years in order to give attractive return on investment. If interested in proposition as outlined, write P.O. Box 1396. Sanford, Florida.

Allied's EDC

(Continued from page 1)

plot out a course for reactivization and an establishment of further EDC units and work.

The last meeting of Allied's Emergency Defense Committee was held in early May, prior to the national Allied board of directors meeting in Detroit. At that time, the EDC and national Allied directors took up the matter of print shortages and availabilities and the way films have actually been distributed in 57 cities. Charts were prepared by Robert A. Wile, executive secretary of Independent Theatre Owners of Ohio.

The objective in preparing these charts was said to be to find out why there are so much print shortages, national Allied president Julius M. Gordon said then.

Columbia Sets Denver Press Junket for '3:10'

A press junket for the world premiere of Columbia's "3:10 to Yuma" in Denver, Aug. 7, has been planned by Paul N. Lazarus, Jr., Columbia vice-president in charge of advertising-publicity. The premiere will be held in the Old Opera House.

Joining the critics in Denver will be the picture's stars, Glenn Ford, Van Heflin, Felicia Farr and Leora Dana, and as additional guests Frankie Laine, Eleanor Powell and others.

REVIEW:

The Monte Carlo Story

Titanus—UA

Filmed entirely at fabulous Monte Carlo, in Technicolor and Technirama, the new process which shows here to its greatest advantage, this frothy summer bit is as gay as champagne. The lightness of its story is more than compensated for by the ease and elan with which Vittorio de Sica and Marlene Dietrich dress it up. It is blessed also with convincing and deliciously satiric performances by Arthur O'Connell as a newly rich Indiana millionaire and Natalie Trundy as his daughter.

De Sica is a charming but totally impoverished Italian count who has lost his family fortune at the gaming tables. He lives on his yacht, now without a motor, and is supported by his former servants, now employees at the Hotel Splendide, who hope he will recoup his fortune with the money they advance him. The advance has reached serious proportions and his backers persuade him that the only way out is to capitalize on his charm by marrying a foreign heiress.

Candidates are scarce, or repulsive to the Count, until la Dietrich arrives in a swirl of glamor, as a widowed French Marquise. The Count begins the courtship and concludes it successfully only to discover she is as poor as he—and for the same reason. Their dilemma is solved by the arrival of widower O'Connell complete with daughter and magnificent schooner yacht. The plot resolution is standard for the situation but is so well played that it still comes as a surprise.

Dietrich proves she can still exude glamor, just by her presence and de Sica is at his relaxed best as the affable Count. A pleasant surprise is Mischa Auer in a reminiscent comedy bit as one of the backers. The Technirama process gives the wide screen image (1.85 to 1) sharpness and clarity enhancing the dimensional effect of color.

The picture was produced for Titanus by Marcello Girosi and directed by Samuel A. Taylor.

Running time, 99 minutes. General classification. Release, in August.

James D. Ivers

Make plans for

LOVE IN THE AFTERNOON

Starring

GARY COOPER
AUDREY HEPBURN
MAURICE CHEVALIER

A hilarious romantic comedy produced and directed by Billy Wilder for Allied Artists, and advertised in the June 22 issue of the Saturday Evening Post for greater audiences and greater audience acceptance.

The Saturday Evening POST
A CURTIS MAGAZINE

Sells the POST INFLUENTIAL -the mass market of active influence

Harry Lamont

(Continued from page 1)

Tuesday with Mrs. Lamont for a brief rest and fishing trip. He had been suffering from high blood pressure, but the condition was not considered serious.

A native of Niverville, N. Y., Lamont had operated small town houses for some 35 years, and had conducted drive-ins since 1945. He served as chairman of the Albany area TOA while it functioned, and had been active in other industry causes for years.

Services will be held Saturday at Tebbutts Funeral Home.

'Island' Doing Well

(Continued from page 1)

it did an "impressive" $11,607; at the Century, Baltimore, $15,898; and at three theatres in Kansas City, Mo., the Uptown, Esquire, Fairway and Granada, it made $20,234. Also at Loew's Capitol in Washington, D. C., it had a six-day gross of $31,544.

Push 'Rain' Promotion

To mobilize national support behind "A Hatful of Rain" 20th Century-Fox is shipping prints more than eight weeks in advance of release to every U.S. and Canadian exchange city for special showings to exhibitors, press, radio and TV representatives, and civic, social and religious leaders in each community.

National Pre-Selling

"AMERICA'S first Negro matinee idol Harry Belafonte crosse barriers in a controversial movie 'Island in the Sun'" reports "Look" in the June 25 issue. "Singer-Actor Belafonte is one of the most acclaimed entertainers in America today," according to Jack Hamilton, entertainment editor for "Look." "Belafonte insists that all he wants to be is a musical artist and a responsible citizen." And he has an extremely wary attitude toward the hypnotic hold he has over his public. A friend of his says "Harry is the only millionaire in America who goes down to the cellar to empty his garbage.'

•

"Something of Value," and "This Could be the Night," have been selected as the pictures of the month for June by "Redbook."

•

"I did not want to see Ed Wynn die ignominiously." That is Ed Wynn speaking in the first paragraph of the article on the careers of Ed and Keenan Wynn which appeared in the June 17 issue of "Life." At the age of 70 Ed Wynn after 50 years as a comedian, made the difficult theatrical transformation to a character part in "The Great Man." "Movie audiences watching 'The Great Man break regularly into applause at the conclusion of a movie scene in which Wynn delivers what is essentially a six-and-a-half minute monologue" reports "Life."

•

"Joe Butterfly" says Edwin Miller in the June issue of "Seventeen" "is an amusing comedy about a team of soldiers trying to put out the first edition of Yank, the Army weekly, in Tokyo after the Japanese surrender in World War 11."

•

Liza Wilson, Hollywood editor of "American Weekly" in an article on Sophia Loren which appeared in the June 16 issue says "she is definitely not the girl next door but the girl a man would like to have next door." Stanley Kramer, who directed her in "The Pride and The Passion," said "I think she could easily be one of the most important actresses of our time." And in the same article Ingrid Bergman says "she is the only young actress I take seriously."

•

A front cover by Kapralik, featuring Gary Cooper, Audrey Hepburn and Maurice Chevalier in "Love in the Afternoon," will appear in the July 9 issue of "Pictorial Review."

•

"Saint Joan" and "Desk Set" have been selected by Janet Graves of "Photoplay" as the top pictures for July.

WALTER HAAS

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 81, NO. 121 NEW YORK, U.S.A., MONDAY, JUNE 24, 1957 TEN CENTS

EDITORIAL

A Virile Compo

By Sherwin Kane

BOTH the attendance and the accomplishments at last week's meeting of the executive committee of COMPO in New York speak well for the continuing vitality of that organization.

More than 50 committee members and representatives of individual COMPO membership groups, many of them from far distant points, braved the punishing heat and humidity of the city's most uncomfortable week of the year thus far to attend the all-day session. Many from New York and nearby cities left their personal work and social activities to spend the day in the meeting room.

In that is impressive evidence of the lively interest in present and pending COMPO activities and belief in its usefulness for the future. As one speaker said, "If we did not have COMPO, we would feel it necessary to form a comparable organization at once."

•

On the side of achievement were the substantial moves in furthering plans for the operation of the industry's business building program and for financing it on an effective and continuing basis.

There was the detailed program for continuing the much needed effort to have the Federal 10 per cent tax on admissions over 90 cents removed. COMPO officials reported that more than 2,500 theatres still are affected by the tax and that the economic health of these theatres is vital because they produce so large a percentage of industry receipts. It was optimistically reported that favorable Congressional action on a proposal to exempt admissions up to $2.50 is a distinct possibility for the future.

•

In still another area, COMPO adopted a conciliatory attitude toward Allied States renewing its membership in the organization. Allied's position was not without its staunch defenders at the meeting and, in fact, one member's vigorous criticism of events leading up to the present break-off put members of the COMPO triumvirate on the defensive and evoked detailed explanations of all such events.

The changes voted in COMPO's

(*Continued on page 2*)

Rogers' Patient Expansion Called 'Proudest Milestone'

By JAMES D. IVERS

SCHROON LAKE, N. Y., June 23—The opening of the Will Rogers Memorial Hospital for the care of industry personnel and their families with any chest disease, instead of just for tuberculosis patients, was hailed as "the proudest milestone of all" in the history of the Hospital by Abe Montague, president, at the opening of the board of directors meeting here yesterday.

The directors and representatives of exhibition and distribution from all over the country spent Friday inspecting the Hospital at Saranac and then gathered here at Herman Robbins Edgewater Motel for the annual meeting. Highlights of the committee reports were:

The average number of patients discharged as cured or arrested cases

(*Continued on page 3*)

Ask 'Top-Notch' Job In Hospital Drive

Special to THE DAILY

SARANAC LAKE, N. Y., June 23.—A dramatic plea to more than 40 exhibitor and distributor representatives from all over the country to do a "top-notch job" on the combined Christmas Salute and Audience Collection drive for the Will Rogers Memorial Drive was made at a luncheon at the hospital here on Friday.

R. J. O'Donnell, vice-president of the hospital, in presiding at the luncheon, called on Richard Frank, manager of the Indianapolis branch

(*Continued on page 3*)

Joint Alabama-Georgia Convention Underway

Special to THE DAILY

ATLANTA, Ga., June 23.—A record attendance is predicted here for the joint annual convention of the Alabama Theatres Association and the Motion Picture Theatre Owners and Operators of Georgia, which gets un-

(*Continued on page 2*)

Censor Bill Dies in Pa.

Special to THE DAILY

HARRISBURG, Pa., June 23.—The film industry won two legislative victories as the Pennsylvania Legislature adjourned.

Waiting for Governor Leader's signature is a bill passed by both houses in the closing hours to reduce from a maximum of 10 per cent to a maximum of 5 per cent the admissions tax

(*Continued on page 2*)

British Exhibitors Study Raising Admission On Cheaper Seats; Minimize Patron Resistance

From THE DAILY Bureau

LONDON, June 23—A call to raise the level of minimum seat prices was made at the Leeds and District Cinematograph Exhibitors Association (CEA) branch by W. J. Brown of the 110-theatre Star Circuit. Experiments with prices in various situations had been carried out by Star and it was reported that experience showed that to offer cheaper seats had not increased the number of admissions. At the same time, attendances had not decreased in situations where prices had been raised.

Star, according to Brown, had decided that the cinema-going public were prepared to pay somewhat increased prices in every situation provided the pictures were good. He then asked for urgent consideration of the possibility of increasing minimum admission prices—from one-shilling to one-shilling-and-sixpence and from one-shilling-and-tenpence to two-shillings-and-threepence. This had already heen done in Birmingham and was being considered hy the Sheffied CEA branch.

Drive-In Exhibitors

Texas Group Asks Inclusion In Arbitration

Send Letter to Hetzel Asking Participation

Special to THE DAILY

AUSTIN, Tex., June 23.—The Texas Drive-In Theatre Owners' Association has notified the Motion Picture Association of America and other exhibitor groups that it wishes to be included in the current industry talks on formulating an arbitration and conciliation system, according to president Eddie Joseph.

The Texas exhibitor leader, in a letter to MPAA vice-president Ralph Hetzel, said that "at our recent board of directors meeting it was unanimously agreed that our association

(*Continued on page 6*)

MPAA Says Exhibitors Are 'Well Represented'

The Motion Picture Association of America reported here at the weekend that it has received a letter from Eddie Joseph, president of the Texas Drive-In Theatre Owners Association, regarding that group's desire to participate in the industry talks on arbitration and conciliation. According to

(*Continued on page 2*)

M-G-M Meetings Today On 'Raintree' Campaign

Conferences on the promotional campaign for M-G-M's "Raintree County" will get underway here today at the home office under the direction of Howard Dietz, vice-president in charge of promotion. Executive associates from the studio

(*Continued on page 6*)

Television Today

Page 6

PERSONAL MENTION

LEOPOLD FRIEDMAN, president of Loew's Theatres, will return to New York today from Los Angeles and San Francisco.

•

RUBE JACKTER, Columbia Pictures assistant general sales manager, left here yesterday for Omaha, Des Moines and Kansas City.

•

MIKE SIMONS, director of customer relations for M-G-M, is in Atlanta from New York.

•

SAM SPIEGEL, president of Horizon Pictures, will return to New York today from London via B.O.A.C.

•

MICHAEL J. MOODABE, governing director of 20th Century-Fox's Amalgamated Theatres Circuit of New Zealand, has arrived in New York from the Far East.

•

ART GROSS, assistant to the president of Guild Films, left here at the weekend for Chicago, Dallas and Hollywood.

•

ERNEST EMERLING, Loew's Theatres advertising-publicity director, has left New York for New England.

•

EMMET DALTON, British production executive, arrived in New York yesterday from London via B.O.A.C.

•

ALLAN M. WIDEM, of the "Hartford Times," will leave there tomorrow for New York.

•

GEORGE WELTNER, president of Paramount Film Distributing Corp., will leave here by plane today for Hollywood.

•

OTTO PREMINGER, producer-director of "Saint Joan," returned to New York yesterday from Europe.

Todon Sues RKO

Todon Productions has filed a $1,500,000 suit in Federal Court here against RKO Radio Pictures charging that the film company did not exert its best efforts in distributing its three pictures and sub-leased the product to independent buyers without authority. The production unit, which prepared "Postmark for Danger," "The Way Out" and "Finger of Guilt." charged that RKO failed to use its best efforts in distributing these films under a production distribution agreement entered into by both parties last year which had a duration of five years.

EDITORIAL

(*Continued from page* 1)

bylaws, and those proposed but rejected, also might well have been influenced by the wish of the majority to see unity achieved through Allied's return.

There was every indication that COMPO remains a lively, interesting and very useful all-industry organization—one that can be made as strong and effective as its members are willing for it to be.

Censor Bill Dies

(*Continued from page* 1)

that Pennsylvania municipalities can levy. Over 300 cities are affected.

A bill to set up a state board of censorship and to prescribe adult and juvenile ratings for films passed the Senate but died in House committee.

The legislature is not scheduled to meet again now until 1959.

Plan 'Farewell' Bow In 5 World Capitals

ROME, June 21—David O. Selznick's "A Farewell to Arms," will be launched with a multiple, international five-capital-city premiere, according to plans now being worked out. These plans call for the picture to be premiered in Rome, New York, Paris, London and Tokyo Christmas week, with the stars of the production, Rock Hudson, Jennifer Jones, Vittorio De Sica, Alberto Sordi, Mercedes McCambridge, Oscar Homolka and Elaine Stritch, plus producer Selznick and director Charles Vidor, in attendance at the respective premieres.

The troupe would travel by airplane to the various world capitals for the premieres which would be held one day apart. 20th Century-Fox is distributing the film.

Harper Bazaar Tie-Up For WB 'Marjorie'

A special fashion promotion, said to be the first of its kind for a motion picture, has been arranged in a tie-in for Warner Bros.' "Marjorie Morningstar," it was announced jointly at the weekend by R. F. MacLeod, publisher of "Harper's Bazaar" and Milton Sperling, producer of the film. The plan will involve leading manufacturers from all fields of ready-to-wear who will supply the fashions to be featured in the forthcoming film. The clothes will be distributed nationally to coincide with the April, 1958 issue of the magazine.

A luncheon to discuss the plan will be held at the Sherry Netherland Hotel here today. On hand will be the picture's star, Natalie Wood, Sperling and Hollywood fashion designer Howard Shoup.

AB-Pathe Distribution Set-Up Is Reorganized

From THE DAILY Bureau

LONDON, June 19 (By Air Mail) —A two-stage scheme of reorganisation of its Associated British-Pathe distribution set-up is announced by the board of Associated British Picture Corporation.

Laboratory to Separate Firm

The first stage transfers the Pathe laboratory to a separate company entitled Pathe Laboratories Ltd., and the second involves the transfer of Pathe's production and newsreel activities to another separate company. C. J. Phillips has been appointed general manager of Pathe Laboratories Ltd., and a further announcement will be made giving names of executives for other key positions.

Commenting on the reorganisation scheme, C. J. Latta, managing director of Associated British Picture Corporation, stated that the decentralisation of AB-Pathe's diverse activities had been designed "not only to provide recognition and opportunity for executives appointed to key positions but also to lead to even greater efficiency through closer liaison with, and more direct responsibility to, the board."

No Comment from Abeles

Earlier this year merger plans between Warner Bros. and AB-Pathe were dropped. Warners hold a 37½ per cent interest in Associated British Picture Corporation. Arthur Abeles, managing director of Warner Brothers in Britain, had no comment to make on the AB-Pathe reorganisation.

Open New Allied Artists Branch Office in Brazil

Allied Artists do Brasil, Inc., a subsidiary of Allied Artists International, has opened a new branch office in Belo Horizonte, Brazil, Norton V. Ritchey, Allied Artists International president, announced at the weekend.

Installed as manager of the new Brazilian branch was Lysis de Freitas, formerly Allied Artists representative in the Belo Horizonte area. The Belo Horizonte office brings the total number of Allied Artists Brazilian offices to four, the others being in Rio de Janeiro, Sao Paulo and Recife.

Parties for 'Love'

The Pepsi-Cola Co. will sponsor cocktail parties or luncheons in conjunction with special screenings of Allied Artists' "Love In The Afternoon" in 28 cities. In the film, Gary Cooper portrays an executive of the company.

Atlanta Meet

(*Continued from page* 1)

derway at the Drinkler-Plaza Hotel here today.

Speakers scheduled on the program include E. G. Stellings, president of the Theatre Owners of America; Milton J. Shapp, president of Jerrold Electronics Corp., who will speak on the cable theatre; and Al Sindlinger, whose subject will be "A Look Into the Future." Gov. Marvin Griffin is also set to address the convention.

Editors to Be Guests

Attending as special guests will be more than 30 motion picture editors from newspapers all over the state. These writers have participated in a news story contest sponsored by the association, and the winners will be announced during the convention. Prizes include an all-expenses-paid trip to Hollywood, one for a newsman from a weekly paper and one from a daily.

Another feature of the convention will be a pioneers' breakfast to be held in honor of those who have been in the industry 25 years or more.

MPAA Says

(*Continued from page* 1)

an official of the MPAA, the letter was "received, reviewed and answered."

While declining to reveal what the contents of the answer were, the MPAA official said Joseph was informed that the industry's exhibitors, through the national exhibitors organization, are well represented in the current discussions on formulating an industry arbitration plan which, when completed and approved by the joint conference, will be open for all theatremen to participate.

MPA Unit Meets Wed. On Business Program

The advertising and publicity directors committee of the Motion Picture Association of America will meet on Wednesday afternoon to discuss the industry business building program as approved by the Council of Motion Picture Organizations.

The group will hear a report on the COMPO approval from Roger H. Lewis, chairman, who attended the COMPO meeting during which the green light was given for launching the 11-point business building campaign and an institutional advertising campaign before Oct. 1.

The advertising and publicity group will also discuss the forthcoming radio campaign for "Operation Moviegoing" and the "Editor & Publisher" program. Also, candidates for the Eastern supervisor post for the business building campaign will be considered.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane. Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director: Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145: Washington, J. A. Otten. National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager: Peter Burnup, Editor; William Pay, News Editor Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Joint Hospital Drives Will Start Aug. 7

Special to THE DAILY

SCHROON LAKE, N. Y., June 23 –The Audience Collection and the Christmas Salute for the Will Rogers Memorial Hospital will begin simultaneously this year, with the Audience Collections being made during the Aug. 7-14 period, and the Christmas Salute starting on Aug. 7 and ending by Aug. 31, Eugene Picker, chairman of the Hospital's fund raising and finance committee said in his annual report, presented here.

Picker states that the reason for combining both drives is to "expose industry personnel to the impact and momentum of an active campaign" and that these joint drives would be ahead of all other fund raising drives which are made during the Christmas season.

In the 1956 Christmas Salute, total contributions were $109,838 with scroll contributions accounting for $93,613 and special gifts for $16,225. The total is $16,906 behind the figure for 1955.

Participation by 152 Circuits

Total income from the 1956 Audience collection in 3385 theatres was $276,097. Some 152 circuits participated and the average income per theatre was $81.46. The Sponsored Rooms program accounted for $27,087 in 1956 as compared to $29,900 in the previous year. Picker here urged that a special committee be formed to advance this phase of the program.

Permanent charities have promised .8756 of their total fund collections, Picker said, adding that receipts to date total $9,333. The Ford Foundation listed the Hospital to receive $25,900 and $16,352 was received from the "Around The World In 80 Days" benefit premiere. The Jimmie Durante Dinner brought in $2,300; The Actor's Fund of America, $7,920; the Motion Picture Association of America, $48,805, and the Screen Actors Guild, $2,000.

SAG to Get Start-Dates On TV-Series Re-Runs

From THE DAILY Bureau

HOLLYWOOD, June 23. – The Screen Actors Guild has announced completion of arrangements with the principal distributors of television motion pictures to obtain accurate information concerning the start of each re-run of every episode of a television series in syndication.

SAG has distributed $1,321,363 in re-run payments to guild members since Nov. 1, 1956.

Karachi Theatre

KARACHI, Pakistan, June 18 (By Air Mail).–A new theatre called the Rio has been constructed here, and an opening is scheduled for the end of the month. It has a seating capacity of 1,099, which makes it the largest here. The opening attraction will be the Italian film, "Attila."

Montague Hails Hospital's 'Proudest Milestone'

(*Continued from page 1*)

increased last year and the average length of stay was reduced to approximately 9 months. It was 12 months last year.

Research and laboratory work conducted by Morris Dworski, M.P.H., which in the past has attracted nation-wide attention because of advances made in the search for an effective anti-tuberculosis vaccine, made further progress in this direction with the development of a strain of the tubercle bacillus called H37Ra, which gives indication of being an effective substitute for BCG, the drug previously used but with restricted results.

Receipts between June 1, 1956, and May 31, 1957, were $555,261.31 and expenses were $270,107.06. During the eight years of the present administration total receipts have been $2,398,410.01, which with the cash balance of $269,482.38 then on hand makes a total of $2,667,892.39. Operating expenses during the eight years were $1,434,159.78, capital improvements cost $149,845.32, and expenses of the national office, including fund raising expenses were $402,321.77 for a total of $1,986,326.87, leaving a cash balance as of June 1, 1957, of $681,565.52.

The final exchange area report of income from the 1956 Christmas salute and audience collection for the Will Rogers Memorial Hospital is shown below with comparisons with 1955:

	1955	1956
Scrolls	**$106,136**	**$93,613**
Special Gifts	**$21,208**	**$16,225**
Salute Total	**$127,344**	**$109,838**
Audience Collection	**$171,201**	**$276,097**
Overall Total	**$294,278**	**$385,935**

In his annual report as president Montague pointed out that each year since the present group began operating the Hospital new improvements and advancements had been made. Announcing the opening of the Hospital's facilities to other than tuberculosis patients, he said, means "We have reached our aim . . . we are able to bring blessed healing to more and more sufferers, to more and more of our own people.

"This means," he added, "that we face greater responsibilities, will require additional technical help, and must meet an increase in overall net operating cost. But we welcome this challenge with the same eager fervor we had when we took on the original job years ago. It presents an opportunity to serve our industry and its employees even more and I am sure you will welcome it as I do."

Montague pointed out that during the past ten years there has been a greater turnover in patients due to the ever shortening length of their stay as a result of the growing effectiveness of present day use of anti-biotics and surgery. The average length of hospitalization in 1943 was 820 days. Last year it had dropped to 300 days.

Mortality Rate Reduced

"It is true," he said, "that the mortality rate of TB is going down, too. This is due to the intensification of clinical control of treatment through our laboratory and the studied use of the new drugs and anti-biotics as practiced at Will Rogers.

"The expanding of service to include all chest diseases does not in any way indicate a lessening of the need for tuberculosis treatment," Montague declared. "There has been no letup in the number of cases coming to us. . . . The tuberculosis problem is still a big one and demands a continuous, and even increased fight to meet and master it."

Admission of patients to the new facilities on the third floor of the Hospital will be on the same basis as present admissions. Anyone in the industry or any member of their family can be admitted to the Hospital without charge and with no cost for any treatment, regardless of length of stay.

Report by Fabian and Rosen

The financial report submitted by S. H. Fabian, treasurer, and Sam Rosen, assistant treasurer, listed the revenue for last year as follows:

Christmas salute, $109,838.39; audience collection, $276,097.20; sponsored rooms, $27,087.33; permanent charities committee, $9,333.12; Motion Picture Association of America, $48,805.00; Ford Foundation, $25,900.00; benefit "Around the World in 80 Days," $16,352.00; Jimmy Durante dinner, $2,300.00; Screen Actors' Guild, $2,000.00; Actors' Fund of America, $7,920.00; income from investments, $9,125.00; interest on savings accounts, $2,130.10; Montague testimonial dinner, $4,700.00; refund from state insurance, $1,883.64; miscellaneous (including insurance, memorians, direct contributions, etc.), $11,789.53. The total was $555,261.31.

Nine Corporate Members

The corporate members for 1957-58 are: R. J. O'Donnell, Max A. Cohen, William J. German, Robert Mochrie, Abe Montague, S. H. Fabian, Richard F. Walsh, Herman Robbins and Arthur Mayer.

The meeting concluded with a general discussion of the plans for the combined Christmas Salute and Audience Collection drives for this year and with the election of officers for the year.

Christmas Drive Plea Heard

(*Continued from page 1*)

of Paramount, and now a patient at the hospital, to speak for the patients and the staff. Frank, in a moving address, urged the distributors and exhibitors to go home with the story of this "fabulous institution" in their hearts and to do everything in their power to make the collection drive, to begin in August, a success.

Frank turned over to the patients' welfare fund a check for $260 which had been given to him as a personal present by his friends in Indianapolis.

O'Donnell introduced to the patients, staff, and local civic officials the directors and officers of the hospital seated at the head table.

Montague Pledges Continued Growth

A. Montague, president of the hospital, referring to the testimonial dinner given him two nights previously, told the assembled guests that the dinner had not been for him but instead had been in honor of the patients, doctors, and staff of the hospital. He stressed the fact that the hospital has augmented its services, so as to play a major part in the care and cure of all diseases of the chest. "It is our intention," he said, "to have this hospital grow and grow in importance to the industry and your people here."

The luncheon concluded with the screening of a trailer for the campaign made especially by 20th Century-Fox and narrated by Deborah Kerr. It will be distributed by National Screen Service.

The distributor and exhibitor representatives invited to make the trip to the hospital this year will act as regional chairmen for the August drive.

On the distributor committee are the following: Daniel R. Houlihan, Albany; Daniel M Coursey, Atlanta; Alex Arnswalder, New York; Chilton Robinett, Seattle; Benn H. Rosenwald, Boston; Foster B. Gauker, Indianapolis; I. Ehrlichman, Buffalo; George C. Regan, Omaha; Henry A. Friedel, Denver; Thomas E. Bailey, Kansas City; Lou Levy, Des Moines; Richard Colbert, Portland; A. M. Whitcher, Dallas; Jack Judd, Pittsburgh; C. Frank Harris, San Francisco; D. J. Edele, St. Louis; Al Kane, Washington; Phil Fox, Cincinnati; Edward Heiber, Philadelphia.

Cross Section of Entire Nation

Also, Howard A. Nicholson, Memphis; Lawrence D. Terrell, Charlotte; Thomas P. Tidwell, Jacksonville; H. J. Chapman, Minneapolis; S. S. McFadden, Salt Lake City; George Lefko, Chicago; Angelo Lombardi, New Haven; William Twig, Cleveland; J. M. Wechsler, Milwaukee; M. Dudelson, Detroit; J. L. Guiles, Oklahoma City; Wayne Ball, Los Angeles.

Exhibitor representatives included Harold Klein, New York; Robert V. Jones, Indianapolis; Harry Feinstein, New Haven; Thomas James, St. Louis; Roy E. Martin, Jr., Columbus, Ga.; Joe Rembrandt, Cleveland; Bert Stearn, Pittsburgh; and Bernie Brooks, Philadelphia.

Now **Paramount** adds to its great summer hits the adventure picture that's sumptuously produced and importantly cast. Pleasure-bound crowds of all ages will make it their first choice, for this picture is a major attraction to lure the widest audience exhibitors can aim for . . .

Paramount's hot summer! "GUNFIGHT AT THE O.K. CORRAL"*—"BEAU JAMES"*—"LOVING YO

IN SPECTACLE, ROMANCE, ACTION...AND BOXOFFICE RETURNS!

WARRIOR...Omar's flashing sword led his Empire to conquest!
ADVENTURER...Omar's courage destroyed the kingdom of Assassins!
LOVER...Omar's passion conquered the hearts of harem beauties!

The Life... The Loves...

The Adventures Of
Omar Khayyam

Starring

Cornel Wilde · Michael Rennie · Debra Paget · John Derek · Raymond Massey
Yma Sumac · Margaret Hayes · Joan Taylor

Produced by Frank Freeman, Jr. · Directed by William Dieterle · Written by Barré Lyndon
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Television Today

IN OUR VIEW

THE field of public service, which is extremely wide in its potentialities, and one in which the whole industry of television finds a perfect sphere for lending a happy hand in fostering the welfare of the community, includes also the vital field of education. The utilization of the television medium as an instrument in education is just now beginning to make an impression in educational circles.

It is inevitably true that the day will come, and in the not too distant future, when television in education will be almost as much a part of the system as the blackboard, the chalk and the pencil. In the forefront of those industry interests who are doing much to develop educational TV is the NBC Network. It has just completed the first cycle of 13 weeks of the NBC Educational Television Project programs, produced in cooperation with the Educational Television and Radio Center at Ann Arbor, Michigan. It was the first live programming ever produced expressly for educational TV stations on a nationwide basis. From 6:30 to 7 P.M., EDT, five days a week, from March to June, NBC beamed across the nation educational programs on American literature, world geography, mathematics, American government, and music.

•

Some of the nation's most distinguished figures related to the specific subjects participated in and conducted these programs, which were afforded additional program time through the use of kinescope recordings by stations other than those included in the basic educational TV network. University professors of acknowledged superiority in their fields, and such personages as the Vice-President of the United States, members of the United States Supreme Court and Congress were contributors.

NBC is justifiably proud of a letter of commendation received by Robert W. Sarnoff, NBC president, from Clifford M. Hardin, Chancellor of the University of Nebraska, operating educational station KUON-TV in Lincoln. Said Mr. Hardin: "A significant number of midwesterners have had a unique opportunity to view leading scientists, men of letters and national figures in programs designed especially to impart information. . . . Many Nebraskans would have had no other access to such minds and talents had not a national network and an educational program service dared to step so boldly forth."

It is in the interests of the whole television industry that such intensive efforts as NBC's be pursued, that the greatest values be realized from the magnificent potential which is inherent in the television medium—above and beyond entertainment.

—*Charles S. Aaronson*

Ted Cott Appointed to NTA Executive Staff

Ted Cott, a veteran of more than 20 years in radio and television, has joined the executive staff of National Telefilm Associates, Inc., it was announced at the weekend by Ely A. Landau, NTA president.

Ted Cott

In his new post Cott will divide his time between general executive duties and the development of new program properties for the film distribution company. He will report directly to Landau.

Cott comes to NTA following a two-and-one-half year association with the DuMont Broadcasting Corp., where he was vice-president, general manager and a member of the board of directors.

Henry Cox Appointed To ABC Program Sales

Henry W. Cox has been appointed national program sales manager for the ABC Television Network, effective July 15, it was announced at the weekend by Eugene C. Wyatt, national sales manager for ABC-TV. Cox is leaving the post of manager of radio and television programming for General Mills, Inc., to rejoin ABC.

Since February, 1951, with General Mills, Cox has coordinated advertising agency activities on show development and production and has served as counsel to product managers on show requirements for product sales. From 1944 to 1951, he was with the ABC network as production manager.

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Texas Group for Arbitration

(*Continued from page* 1)

should urge that Johnston, as a representative of distribution, should, in all fairness, see that our organization is represented at this conference. Since we are directly affected by whatever decisions are made at these meetings, we feel that if good relationship and better understanding of the problems that affect us is to be achieved we must be represented."

Says Stellings Is In Favor

Joseph also said that Ernest G. Stellings, president of Theatre Owners of America, after learning of the Texas group's point of view, informed Hetzel that "we will not be adverse to your inviting the Texas Drive-In Theatre group to participate and believe they will approach the entire matter in a fair and constructive manner."

The president of the drive-in group also referred to recent legislation on blind checking and stated that "it is regrettable that this means of ensuring fairness for the exhibitors as well as the distributors had to be employed when these differences could have been settled by sitting down together across a conference table. The decision is now in the hands of the distributor as to whether he wants these matters settled by fair negotiation between the exhibitors and distributors, or whether we must continue to resort to legislation and the processes of law to accomplish what reasonable people ought to be able to settle for themselves."

Cites Legislative Gains

The Texas Drive-In Theatre Owners Association, Joseph said, is also proud of its fight during the past session of the Legislature in securing bills favorable to exhibitors. He said that the measures dealt with venue—a law that all contracts relating to the distribution or licensing of motion pictures will be within the jurisdic- of the Texas courts. This means that a distributor must sue in the county in which the theatre is licensed and can no longer bring suit in the court of some other state against a Texas exhibitor; vandalism—persons or corporations having property damaged by minors may now hold the parents responsible for that damage up to $300; fireworks — prevents manufacture of certain types of fireworks; and blind checking.

Joseph said that the association was also instrumental in defeating the legislation sponsored by radio and television stations calling for daylight saving time.

List Stock Moves Of Industry Executives

From THE DAILY Bureau

WASHINGTON, June 23. — The Securities and Exchange Commission reports that amusement industry executives were involved in stock transactions during May.

Sam Wolf, secretary of Allied Artists Pictures Corp. bought 800 common shares to increase his direct ownership to 5,950 shares. B. Gerald Cantor, a director of National Theatres, acquired 3,500 shares to increase his direct ownership to 26,000 shares.

Also, Dudley G. Layman, a director of List Industries Corp., sold 7,000 shares to reduce his direct holdings to 31,860 shares. Joseph M. Newmark, a director of C & C Super Corp., sold 102,900 common shares reducing his direct holdings to 58,600 shares while William Zeckendorf, a director of C & C Super, bought 62,150 shares, bringing his direct holdings to 62,300 shares. Zeckendorf also has an option to purchase 80,000 shares of C & C Super.

'Pride' Ad Campaign To Total $1,000,000

Stanley Kramer's "The Pride and the Passion" will receive $1,000,000 worth of newspaper advertising in its U.S. and Canadian engagements, Roger H. Lewis, United Artists national director of advertising, publicity and exploitation, announced at the weekend.

The schedule is the biggest ever for a UA release, he said.

MGM Meetings

(*Continued from page* 1)

will join the home office staff in the discussions.

Charles M. Reagan, vice-president and general sales manager, will join with the promotion group in many phases of the discussions. Coming from the coast are Howard Strickling, studio publicity and advertising director, and Jack Atlas, studio publicist assigned to "Raintree County."

Top Echelon to Confer

They will meet with Dietz; Silas F. Seadler, advertising manager; Dan S. Terrell, publicity manager; Emery Austin, exploitation manager; Edward J. Churchill, president of Donahue & Coe, and other representatives from the advertising agency.

Under discussion will be final arrangements for a world premiere planned for Louisville to be followed by two-a-day engagements in key cities, including New York, Chicago, Los Angeles, Boston, Philadelphia, and San Francisco.

Loew's Board Sets Meet

The board of directors of Loew's, Inc., will hold its next regular monthly business meeting at the M-G-M Studios in Culver City on July 11 and 12, president Joseph R. Vogel announced at the weekend.

Benjamin Thau, administrative head of the studio, and the roster of studio executives, producers and producer-partners will be available for consultation. Members of the board will see some of the M-G-M productions planned for fall and winter.

IT'S JUST BEGINNING!

BEST SCIENCE-FICTION OPENING OF ALL TIME!

— BEST OPENING OF YEAR OF ALL PICTURES!

AB-PT'S

"BEGINNING OF THE END"

AND

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When you walk along the Red Carpet to your waiting United DC-7 Mainliner® *of course* you feel like a star of stage or screen! And you're greeted like one, too. That's only a part of *Red Carpet Service!*

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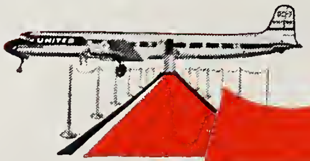

UNITED AIR LINES

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 81, NO. 122 — NEW YORK, U.S.A., TUESDAY, JUNE 25, 1957 — TEN CENTS

'Golden Future'

Increase in Product Cited By Stellings

Sees 100 More Films In Release This Year

Special to THE DAILY

ATLANTA, June 24—The future of the motion picture industry is "as golden as ever" as a result in large part, of the Theatre Owners of America's continued efforts to increase the supply of good product and restore mutual confidence between exhibitors and distributors, Ernest G. Stellings, president of TOA, told members of the Alabama Theatres Association and the Motion Picture Theatre Owners & Operators of Ga. at their joint annual convention here today.

Stellings spoke at the first business meeting this afternoon, following a luncheon at which the delegates were welcomed by Georgia Governor Marvin Griffin, who told the exhibitors, "If there is anything I can do for your theatres, just let me know."

Stellings said that for many months TOA has been attempting to convince production and distribution that the

(*Continued on page* 5)

2nd Eastman Festival Scheduled October 26

Special to THE DAILY

ROCHESTER June 24. — October 26 will be the date of the second George Eastman House Festival of Film Artists here. The museum will honor 20 actors and actresses, directors and cameramen, to be chosen by ballots of those who worked in pictures between 1926 and 1930.

Those honored will be "the greats"

(*Continued on page* 7)

Out-of-Town Exhibitors, Critics See 'Pride' Today

Theatre exhibitors from such distant points as Dallas and Atlanta and 66 motion picture editors and critics representing leading newspapers in 21 cities have arrived here to attend

(*Continued on page* 7)

Ask Toll-TV Reply Right

From THE DAILY Bureau

WASHINGTON, June 24. — The Joint Committee Against Toll TV has asked the Federal Communications Commission to permit reply comments to be filed to all statements submitted in the pending subscription television proceedings.

The FCC has asked for statements by July 8 answering various questions about the conditions for possible public tests of toll TV systems. The joint committee, consisting of theatre owners opposing subscription television, pointed out to the FCC that its original order did not provide for replies commenting on these original statements, and suggested that the

(*Continued on page* 6)

Warns Pay-TV Tests 'Beginning of End'

Special to THE DAILY

BOSTON, June 24.—Exhibitors in New England are being urged to write the Federal Communications Commission in Washington in protest against the proposed trials of pay-as-you-see television in a pamphlet sent out this week by the New England Committee Against Pay-TV. Edward Lider and Frank C. Lydon are co-chairmen of the committee, which has established its headquarters here.

The FCC is "favorably inclined to-

(*Continued on page* 6)

New Supreme Court Ruling

Statutes Regulating Obscenity Upheld

Decisions Appear to Sustain Legislation Aimed at Obscenity in Motion Pictures

By J. A. OTTEN

WASHINGTON, June 24—The Supreme Court today ruled that obscenity "is not within the area of constitutionally protected speech or press."

In divided decisions, it upheld Federal, State and local statutes regulating obscenity. The decisions applied to obscene books and burlesque shows, but seemed broad enough to sustain the constitutionality of all properly-drawn obscenity statutes, including ones aimed at obscenity in motion pictures.

The court conceded that to be sustained, the obscenity statutes had to be clear and precise, and apply only to material dealing with sex in a manner appealing to prurient interest. But if that were the case, it said, the Constitution did not demand their overthrow as violating the guarantees of free speech of free press.

In earlier cases overturning various film censorship statutes, the court had always left open the pos-

(*Continued on page* 7)

35 Managers Receive NCCJ Drive Prizes

Prizes in the form of U. S. Savings Bonds were awarded at a luncheon in the Waldorf-Astoria yesterday to 35 theatre managers in the New York metropolitan area who led in the recent fund-raising drive of the National Conference of Christians and Jews. Nineteen of the awards went to RKO theatre men.

William J. Heineman, vice-president in charge of distribution for United Artists, who was completing his second term as national distribution chairman for the campaigns, reported national collections of $132,000 were $15,000 short of the goal. In the New York area the total was $39,000.

Three exchange areas—Atlanta, Des

(*Continued on page* 6)

Map Plans for 'Greatest' Will Rogers Hospital Drive

(Pictures on Page 4)

A coordinated organization, set up to fan out from exchange cities to theatres to insure the greatest possible returns for the Audience Collection in August for the Will Rogers Memorial Hospital was announced at the weekend at the meeting of the directors of the Hospital.

Ned E. Depinet, who was elected a director and a vice-president of the Hospital, will be co-chairman of the drive committee with S. H. Fabian. M. H. Silver, Stanley Warner executive from Pittsburgh will be exhibitor chairman and Charles Feldman, general sales manager of Universal, will be distributor chairman.

The urgent necessity of persuading every theatre to participate in the Audience Collection, which will be held officially between August 7 and August 21 was elaborated upon by Abe Montague, president of the Hospital, R. J. O'Donnell, Chairman, and

(*Continued on page* 5)

Expect L. A. Okay for Closed-Circuit Pay-TV

By WILLIAM R. WEAVER

LOS ANGELES, June 24 — Closed circuit pay-television moved a step nearer to reality today when T. M. Chubb, general manager of the Los Angeles public utilities department, stated he will recommend favorable action by the City Utilities and Transportation Commission tomorrow

(*Continued on page* 5)

TRADEWISE

on page 2

Television Today

on page 6

PERSONAL MENTION

L. D. NETTER, Jr., vice-president of the Todd-AO Corp., left New York yesterday for Atlanta.

•

Kenneth Hargreaves, president of Rank Film Distributors of America, and **Irving Sochin**, general sales manager, left New York yesterday for Cincinnati, Columbus, Dayton and Springfield.

•

Milton R. Rackmil, president of Universal Pictures, returned to New York yesterday from Hollywood.

•

Nat Levy, RKO Radio Eastern sales manager, and **Herbert H. Greenblatt**, Western sales manager, have left New York for field trips. **Levy** is in Jacksonville, **Greenblatt** in Vancouver.

•

Howard Strickling, M-G-M studio publicity and advertising director, has returned to Hollywood from New York.

•

Nathan E. Goldstein, former president of Western Massachusetts Theatres, has left Springfield, Mass., for Europe and Israel.

•

Benn H. Rosenwald, M-G-M's Boston manager; **Henry Friedel**, Denver; **Tom Dailey**, Kansas City, and **Foster B. Gauker**, Indianapolis, have returned to their respective headquarters from New York.

•

Kirk Torney, director of syndication for Associated Artists Productions, will leave New York today for Cleveland and Pittsburgh.

Jerauld Consulting Editor For Quigley Publications

James M. Jerauld, editor of Boxoffice for years, has joined Quigley Publications as consulting editor. Jerauld has had long experience as a newspaperman, publicity manager and trade journalist. He began his newspaper career as a reporter on the Pawtucket Times and worked on several New England newspapers until he became a political writer and then news editor of the Newark News.

He entered the trade press field in 1935 with MOTION PICTURE DAILY. In 1943 he joined Associated Publications and was made editor of Boxoffice in 1944.

TRADEWISE

By ONLOOKER

RECOLLECTIONS of a great weekend with the directors of the Will Rogers Hospital and their guests at Saranac Lake and at Herman Robbins' Edgewater Motel at Schroon Lake: Many members of the group, instead of returning to offices, started, or soon will start, journeys elsewhere. Among them Bob O'Donnell, who took off for Europe by plane to join Mrs. O'Donnell on a trip to Munich, Paris ("It bores me."), London and Dublin, and a rendezvous with Mike Todd somewhere along the line. Also, Dick Walsh, who will soon be on his way to Tunis as an American labor delegate (AFL-CIO) to the International Trades Union Congress annual convention there. . . . Walsh, a bit concerned about what temperatures he may encounter in Africa in July, says he'll be able to bear it if his London playmate, Sir Tom O'Brien, can. O'Brien, head of Britain's National Association of Theatrical and Kine Employees, is a British labor delegate to the convention. . . . And still traveling is Loew's Ernie Emerling, who continued to Maine.

MOE SILVER boasts an extensive Hebraic vocabulary but Sam Rinzler, no mean linguist himself, claims he has difficulty understanding Moe, because of the latter's Pittsburgh accent. . . . One of the industry's most popular public speakers, Rinzler has been warned by his doctor to forego speech-making or chance losing his voice. That's the industry's loss but if Sam's voice is saved maybe he'll be back before the mikes later on. . . . Ned Depinet saddened by the absence of RKO representation on a mission that once attracted many from his old organization. Said the only RKO man he'd met on the weekend was a patient at Will Rogers. . . . Bob Rothafel, managing director of the Roxy Theatre, on his first visit to the hospital, greatly impressed by the achievements there, as is most everyone privileged to see it. . . . The Robbins, Herman and sons, Allan, Burton and Norman, outdid themselves, if such a thing is possible, extending their famous brand of hospitality at the de luxe Edgewater Motel to their biggest hospital meeting yet—approximately 100 healthy, hungry and thirsty men as their guests for two days and two nights. The numerous first-time visitors from distant cities were made to feel at home, en route as well as at Schroon Lake, by their genial hosts who anticipated their every wish. . . . Much credit is due Ned Shugrue also. His attention to details of the trip and the functioning of the board meeting is a big assist to the officers, Abe Montague, Sam Rosen, Max Cohen and O'Donnell.

BECAUSE ROBERT R. YOUNG'S N.Y.C.R.R. wants to suspend service on the Saranac-Lake Placid division, the group this year had to take the long way there—train to Plattsburg and motor coach from there to Saranac—an hour and one-quarter ride through the Adirondacks. No amount of pleading with Young moved him to permit a special train to run the party direct to Saranac, as heretofore. Presumably, it wouldn't look good in the record when public hearings on suspension of the service are held later on. . . . Harry Kalmine, ardent fisherman that he is, would like a return visit to Scotland with C. J. Latta for trout fishing there. Last time over they made a hit with the natives by cooking their catch over fires in the open and sharing it with fellow sportsmen. Scotch fishermen packed their catches and took them with them for home enjoyment. . . . Sam Rosen would like to see an American film fair organized for buyers and sellers. He was singularly unimpressed with the Cannes festival which he attended this spring. . . . Get Max Youngstein to tell you the story of the ribbing Arthur Krim took over a gag pertaining to Confidential mag. . . . Sam Rinzler missed his "pigeon," Charlie Feldman, who had to stay home and nurse a cold over the weekend. Instead of playing continuously, Sam took time out to kibitz others' games this year.

Philippines Heads MPEA Agenda Today

At today's meeting of the Motion Picture Export Association the following items are slated for discussion:

Regarding the Philippines, a status report on negotiations is scheduled and a report on the film board.

On the subject of Indonesian film business, a renewal of resolutions for the joint sale of rupees is slated.

The division of 240 licenses is proposed for Pakistan.

With regard to New Zealand the proposed new constitution for MPEA will be taken up along with minor revisions in the master license formula.

The board of directors may also hear a report from Irving Maas, vice-president of Far Eastern division, who arrived here Sunday via India and Europe.

500 'Bernardine' Dates

20th Century-Fox's "Bernadine" will open in more than 500 theatres over the July 4 weekend, marking one of the largest saturations in the company's history.

NEW YORK THEATRES

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Rockefeller Center
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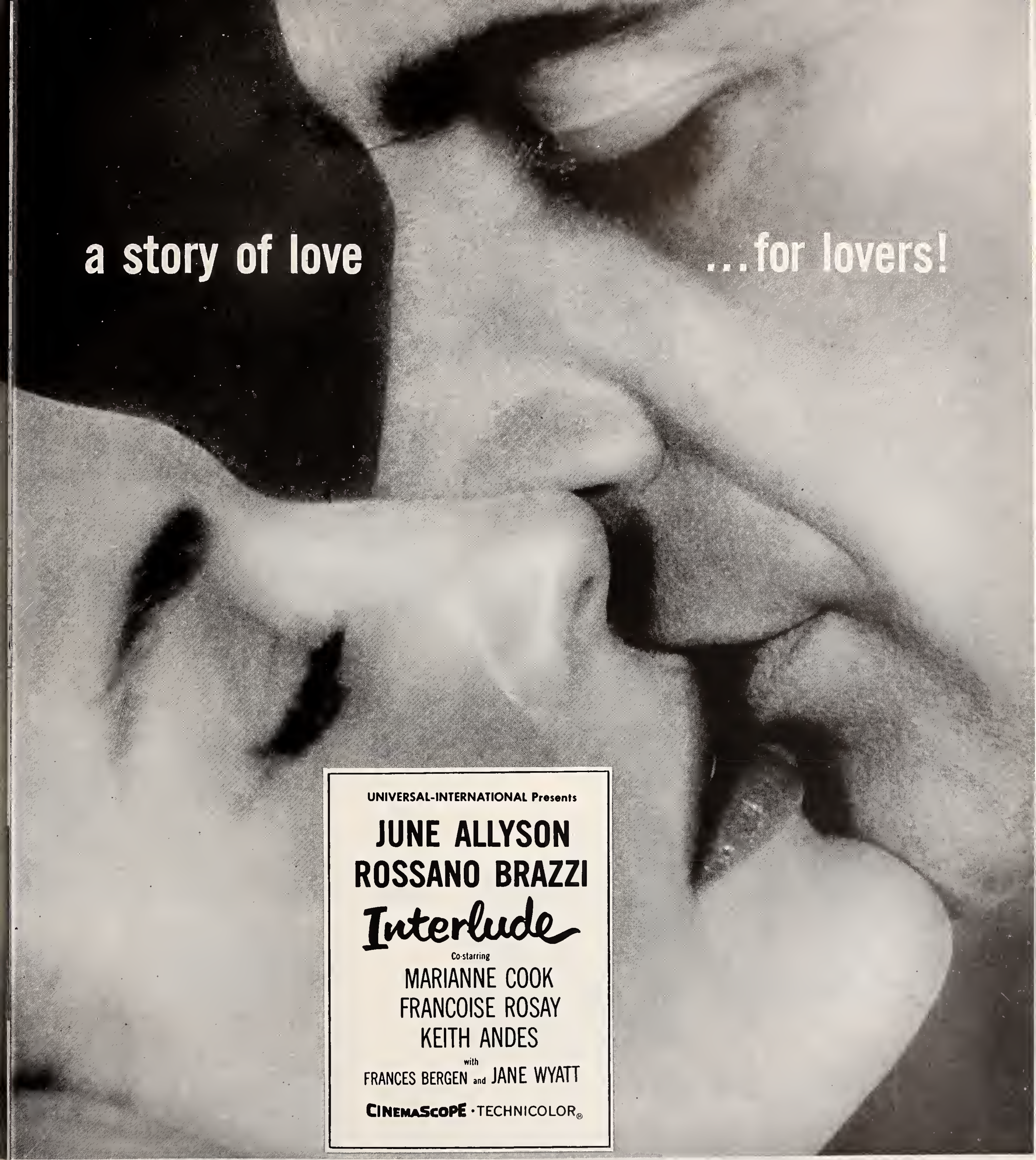


UNIVERSAL-INTERNATIONAL Presents

JUNE ALLYSON
ROSSANO BRAZZI

Interlude

Co-starring
MARIANNE COOK
FRANCOISE ROSAY
KEITH ANDES
with
FRANCES BERGEN and JANE WYATT

CINEMASCOPE · TECHNICOLOR®

Directed by DOUGLAS SIRK · Screenplay by DANIEL FUCHS and FRANKLIN COEN · Adaptation by INEZ COCKE
Based on a Screenplay by DWIGHT TAYLOR and a Story by JAMES CAIN · Produced by ROSS HUNTER

PRE-SOLD to the vast "WOMAN'S MARKET" through a National Magazine Ad Campaign in a dozen top publications including McCall's, Redbook, Holiday, Seventeen, True Confessions ... *representing a readership of more than* **56 MILLION!**

Rogers Hospital Visitors, at Work and Play

ONE HUNDRED industryites gathered at Will Rogers Hospital in Saranac Lake, N. Y., last Friday for inspection of hospital facilities and research laboratories and visits with patients, all identified with the entertainment industry. On Saturday the group attended the annual meeting of the hospital's directors on the grounds of Herman Robbins' Edgewater Motel at nearby Schroon Lake, N. Y., where they heard plans for a $1,000,000 campaign to provide funds for expanded services to industryites stricken with chest diseases of any kind. Heretofore, the Will Rogers Hospital facilities have been made available only to tubercular patients.

WELCOME DIRECTORS
WILL ROGERS HOSPITAL
ANNUAL MEETING

The visiting group on arrival at the hospital early Friday morning.

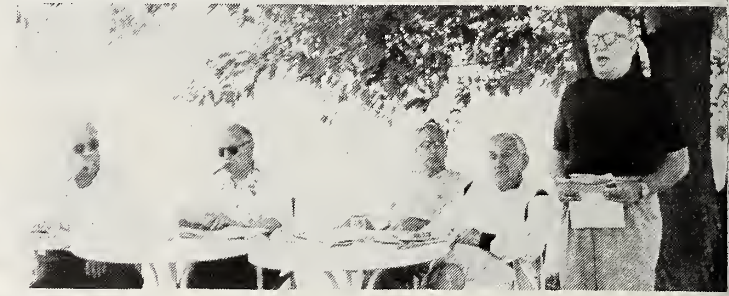
Chairman Bob O'Donnell opens directors' meeting, (above). L. to r.: Ned Depinet, Herman Robbins, Ned Shugrue, O'Donnell, William German, Abe Montague, Max Cohen.

Sam Rinzler (below) studies gin hand that would have beaten Charlie Feldman, missing because of illness.

Sam Rosen, assistant treasurer of hospital, (above) reads annual report. Seated, left, Richard Walsh; right, Ned Depinet.

Luncheon meeting at Will Rogers Hospital dining room, with A. Montague hospital president, at podium, above. On the left are Richard Walsh and Harr Brandt; on the right, O'Donnell.

Moe Silver of Stanley Warner Theatres, Pittsburgh, below, reports on fund-raising procedures that brought good results. L. to r.: O'Donnell, German, Montague, Cohen and Silver.



The Robbins, pere et fils, above. Gracious hosts to the 100 directors and guests at their Edgewater Motel, Schroon Lake, N.Y., over the weekend were (l. to r.) Norman Robbins, Herman Robbins, Alan Robbins and Burton Robbins.

At left, the directors' meeting, with guests in attendance, i session on the lake-side lawn of the Edgewater Motel Saturda morning. The meeting adjourned around 1 P.M. leaving th visitors to recreations of their own choosing from then unt Sunday afternoon departure for New York.

tellings Cites

(*Continued from page* 1)

hortage of product was endangering he very existence of the film busi- ess. He pointed out that this has been difficult idea to sell because of the roblems involved in production and istribution.

Praises Skouras

Nevertheless, Stellings said, progress long this line was made when Spy- os Skouras of 20th Century-Fox rec- gnized the need for more product nd set out to increase the number of 0th Century-Fox releases. "This in- rease was not solely for the benefit of xhibition," Stellings said, but was due, lso to Skouras' realization that "if he ook a lead in this move, he not only would create considerable good will for his company among his customers, but would also increase the dividends to his stockholders."

Other companies, Stellings said, including Metro, Universal and Paramount, have followed the lead of 20th-Fox and stepped up production schedules. As a result, according to Stellings, "during the coming year scheduled, planned, and announced feature product will total more than 100 more pictures than we had last year."

Says Distributors Cooperated

Stellings said that last October he tried to impress upon distribution officials the dire need of assistance to the small town theatre operator. "They were convinced," he added, "that it would be highly detrimental to this industry if these small theatres closed. In every instance which has been presented to distribution," he told the group, "they have followed through 100 per cent and given sufficient relief to keep open many theatres that were on the verge of closing."

Stellings pointed out that TOA scored another victory two weeks ago when it persuaded the Small Business Administration to accept mortgage loan applications up to $250,000. He also said that "TOA has been instrumental, and has taken the lead, in the development of a program to sell tickets and to institutionalize the motion picture theatre."

Forthcoming Product Described

Following the speech by Stellings a session on upcoming product was held with each of the major distributors given five minutes to discuss his company's pictures. A. B. Padgett of Wilby-Kincey Theatres, was chairman of this session.

The group also heard V. H. Garfield of the Jerrold Electronics Corp. speak on the cable theatre.

Special activities for the ladies were under the direction of the Atlanta Women of the Motion Picture Industry. Tonight's activities included a buffet dinner and a special screening of Mike Todd's "Around the World in 80 Days."

Jeff Livingston, Eastern advertising manager of Universal Pictures, will deliver an address at the convention tomorrow.

Plans Laid for Rogers Drive

(*Continued from page* 1)

by other speakers at the meeting, held at Herman Robbins' Edgewater Motel, Schroon Lake, N. Y. Present at the meeting, in addition to the directors, were 32 exchange executives who will be the chairmen in their area for the drive. They were brought to New York by their companies for the inspection trip to the Hospital and the meeting in order to show them the work of the institution and the human interest story of how it benefits the people of the industry and their families.

The Audience Collection this year will be combined with the Christmas Salute and conducted earlier in the year than usual. A goal of at least $1,000,000, more than double the amount realized last year, is sought to meet the requirements of the expanded facilities. It was announced last week that the Hospital would take cases involving any disease of the chest, including heart, instead of just tuberculosis.

Circuits Enthusiastic

Enthusiasm for the project ran high at the meeting, many of the exchange representatives pledging themselves to exceed the quota for their area. Many large circuits, including Stanley Warner, Loew's, the Brandt theatres and those affiliated with the ITOA, Cinema Circuit, and Randforce are already pledged to take up audience collections. One strong point made was that the local committees should seek means of organizing auxiliary help to take up the collections, particularly in drive-ins.

Depinet and Silver, speaking for the overall committee, promised to "go anywhere or see anybody" whenever necessary to help in the local organization work.

Besides Depinet nine other new directors were elected to the Hospital board, bringing the total to 59. The new directors are: Eric Johnston, Leo Samuels, Harold Klein, Lee Jones, Robert Benjamin, James A. Mulvey, Kenneth N. Hargreaves, Charles L. O'Reilly and J. Myer Schine. Previous officers and directors, all reelected are: Jack Beresin; Harry Brandt, vice-president, Max A. Cohen, secretary; Tom Connors; George Dembow; Russell Downing; Gus S. Eysrell; S. H. Fabian, treasurer; Charles J. Feldman, vice-president; Alan Freedman; William J. German; Leonard J. Goldenson; Maurice R. Goldstein; Samuel Goldwyn; Julius Gordon; Alex Harrison; William Heineman; J. Robert Hoff; Ben Kalmenson; Harry M. Kalmine; Arthur B. Krim; Paul N. Lazarus, Jr.; Al Lichtman; Arthur Mayer; Robert Mochrie, vice-president; A. Montague, president; John J. O'Connor; R. J. O'Donnell, chairman; Eugene Picker; Walter Reade, Jr.; Charles Reagan; Sam Rinzler; Herman Robbins, vice-president; Samuel Rosen, assistant treasurer; John H. Rowley; Al Schwalberg; Fred J. Schwartz, vice-president; Sol Schwartz; M. A. Silver; Ernest Stellings; Sam J. Switow, vice-president; Morton Thalhimer; James R. Velde; Joseph R. Vogel, vice-president; Richard F. Walsh, vice-president; Murray Weiss, vice-president; George Weltner; William White, and Herbert Yates.

Boston Plans Made for Rogers Theatre Drive

Special to THE DAILY

BOSTON, June 24—Local film men lost no time in getting preparations under way for the August drives in behalf of the Will Rogers Memorial Hospital following the week-end conferences at Saranac Lake and the meetings at Herman Robbins' Edgewater Motel at Schroon Lake. The local gathering called by Benn Rosenwald, MGM manager, was held today. It was the first of a series across the country to get ready for the combined Christmas Salute and Audience Collection campaigns August 7-14.

Two More Meetings Slated

Two more meetings will be held soon, the first for branch managers, the second for circuit heads and other exhibitors. Floyd Fitzsimmons, MGM publicity man, was named chairman of the publicity effort, and Charles E. Kurtzman, northeast division manager for Loew's Theatres, was chosen exhibitor chairman.

L. A. Pay-TV

(*Continued from page* 1)

on an application filed by Skiatron Electronics and Television Corp. for permission to construct and operate such a system "to broadcast baseball, also football, cultural presentations and other entertainment" in this manner.

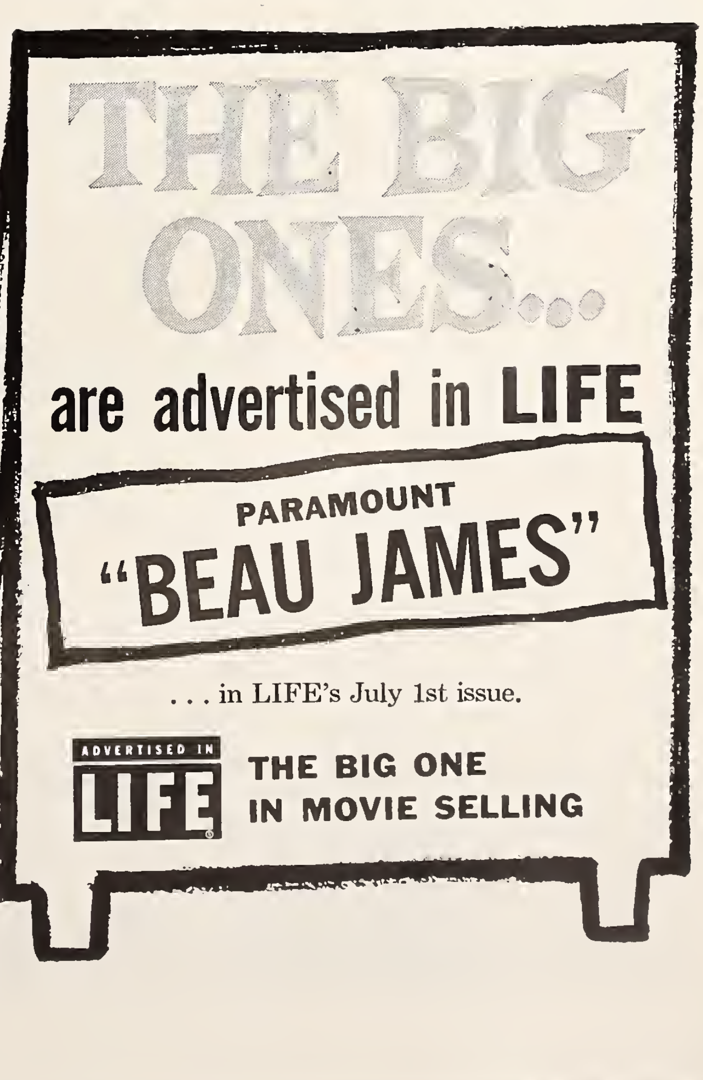
The commission is expected to recommend approval of the application by the City Council.

Dodgers Move Involved

The Skiatron application is believed to seek approval of this type of service conditional upon the transfer of the Brooklyn Dodgers from New York to Los Angeles, a move which is regarded here as a moot possibility due to substantial opposition by important local groups. Ed Pauley, capitalist, who some weeks ago told MOTION PICTURE DAILY he believed financial backing up to $20,000,000 could be found for such a system covering all of Los Angeles County, is reported today as saying he does not foresee start of such a system for three years.

Repeal Martinsville Tax

MARTINSVILLE, Va., June 24.—The City Council has voted unanimously to repeal the 5 per cent amusement tax in effect here as an emergency measure since World War II. The tax applied to theatres and other forms of entertainment.



Television Today

PASSING IN REVIEW....

ONE OF THE GAMES a fine, upstanding, clean-cut, comparatively young and empty - headed television critic can play is that involving the Good Show. When he sees a Good Show, he makes a bet with himself on just how long it's going to be before some other people latch on to the Good Idea of the Good Show and try to repeat its success. It was only a matter of weeks after The $64,000 Question went on the air that other producers realized that the combination of eccentric characters and tremendous pots of money somehow summed up all that the majority of Americans were interested in. It's taken a bit longer for imitators of Alfred Hitchcock to come forward.

The Sanders Touch Is Heavy

Last week, however, a formidable one did: George Sanders, host and occasional star of The George Sanders Mystery Theatre, which had its premiere Saturday night on WRCA-TV. It's unfair to describe Mr. Sanders as an imitator. He's been hosting this sort of thing in radio off and on for years and he's been mouthing noteworthy acid comments, both on and off the screen, even longer. Why, then, did this new series seem so unhappy the first time out? The story itself, "The Man in the Elevator," by Leonard Lee, wasn't bad, although its twist ending had been telegraphed in the very first scene. It was Mr. Sanders. He's in there hosting like mad, making acid comments about story and sponsor so fast and with such coyness that an old fan can only be embarrassed.

Some Seasoning Needed

Like comedy of insult, from which this method of huckstering is derived, a little goes a long way, and that little goes nowhere without the sort of amiable mock surprises (that anyone should allow him on television) which Mr. Hitchcock (and his writers) so nonchalantly employ.

The premiere of Mr. Sanders' new show helped focus attention on an area of television programming that generally gets too little attention in the lay press, although it makes up such a vast amount of the total material on view: the half-hour, complete-in-itself TV drama, a sort of amalgamation of the one-act play and short-short story. This is a very specialized field and one which requires uncommon skill and craftsmanship. Thus the surprise that so much of it really is pretty good.

Three such shows viewed last week all had to do with crime, which is understandable since in the limited time given over to the actual story within the 30-minute frame, crime is about the easiest and quickest way to build suspense.

In addition to Mr. Sanders' debut, Barbara Bel Geddes and Ed Andrews starred in a neat little Schlitz Playhouse piece, "50 Beautiful Girls," Friday, CBS-TV, and Claire Trevor was seen in a small but clever Fletcher Markle production, "Fool Proof," on SRO Playhouse, also CBS, Saturday. Both were well done and, in toto, provided a good deal more entertainment than any one of the week's live, hour dramas.

It would, of course, be pretty grim if all TV dramatic material were reduced to half-hour formula. Still, last week, one could not have watched Kraft's "Nothing Personal," U. S. Steel's "Upbeat," or Lux's "Edge of Doubt" without thinking that perhaps all three of these would have been a good deal better if they had been sliced in half. Spongy stuff, all three.
—*V. C.*

Toll-TV Reply

(*Continued from page* 1)

commission provide 60 days after July 8 for reply comments.

The joint committee plans to file by July 8 on the FCC queries, but also wants to comment on some of the statements likely to be made by toll TV proponents.

The National Association of Radio and Television Broadcasters has filed a similar request.

Warns of Pay-TV

(*Continued from page* 1)

ward the tests," which would mean the "entering wedge" for acceptance of the system and "the beginning of the end," the pamplet warns. It urges that exhibitors also enlist the support of similar protests from local publishers, labor and veterans groups, civic and social organizations, trade associations, radio broadcasters, etc.

It is also suggested in the pamphlet that exhibitors organize with other theatremen in their areas for action.

RKO-TV Signs Contract With Nielsen Outfit

RKO Television, in a move to turn out television films tailor-made to suit the advertising needs of prospective clients, has enlisted the aid of the A. C. Nielsen Co., it was announced by Robert Manby, vice-president of RKO-TV.

Manby said the Nielsen statistics would help to eliminate "the intangibles that negate many pilot films of good show ideas." The service will provide cumulative audience figures, audience composition and characteristics, costs-per-thousand viewers and audience minute-by-minute analysis.

See 'Accuse' Arousing Controversy in France

A new film which is apt to cause controversy in France is the latest M-G-M version of the famous Dreyfus case entitled "I Accuse." The picture, directed by Jose Ferrer, who also stars as Captain Alfred Dreyfus, was discussed at a press conference held here yesterday.

Inasmuch as the French government felt that the filming of the controversial Dreyfus story would not be in their national interest, Ferrer explained, the picture had to be shot outside of France. M-G-M elected to shoot exterior scenes in Brussels which has a distinct "French atmosphere" and chose to film the interior scenes at studios north of London.

Sees 'Glorious Chapter'

Ferrer said he regretted the fact that the French took a dim view of the picture idea because he believes the film will be "a glorious chapter in the history of France."

Asked whether he thought the product would be shown in France, Ferrer said he hoped this would be possible. He went on to point out that an earlier film made in Germany on the same subject had been viewed in France.

"I Accuse," Ferrer disclosed, has been financed solely by M-G-M and he himself owns no share in the film.

Hoffman Is Cited at N.H. Community Dinner

Special to THE DAILY

NEW HAVEN, June 24. — B. E. Hoffman of the Connecticut Theatre Circuit was cited tonight "for dedicated and devoted service to the community, to Judaism and to the State of Israel" at a New Haven Jewish Community Center testimonial dinner here.

Given the State of Israel Bonds "Shomrin Award," Hoffman was told by J. J. Cooley, chairman of the New Haven Committee, State of Israel Bonds Campaign, that he symbolizes "the devotion, dedication and communal spirit which makes possible the achievement of a better society."

Honor Collier Tonight

BALTIMORE, June 24.—A dinner in honor of Rodney Collier, three times chief barker of Baltimore Variety Club and until recently manager of the Stanley Theatre, will take place tomorrow night at the Variety headquarters. The occasion marks a farewell to Collier, who is leaving here to become district manager for the Stanley Warner Corp., in Washington.

'Bernardine' $18,042

CHICAGO, June 24. — Twentieth Century-Fox's "Bernardine" opened to an "impressive" $18,042 three-day weekend here at the Chicago Theatre, which was comparable with "Love Me Tender," according to theatre reports.

Exhibitor Renames Levy 'Cinema Tax' in Glasgow

Special to THE DAILY

GLASGOW, June 24 — Sir Alexander King, cinema magnate, i spearheading a campaign against th old entertainment tax which he ha renamed the "cinema tax."

To bring home the difference i levels, he has distributed his ow poster in color showing the film industry as a celluloid Atlas with th burden of taxation on its shoulders His poster says: "The cinema industry now carries the whole entertainment tax load. Theatres, music-halls football, horse racing, dog racing boxing are ALL exempt."

35 Managers

(*Continued from page* 1)

Moines and Omaha—have not reported any collections, he said.

Samuel Rinzler, New York chairman, made presentations of the bonds Two special awards bonds of $15 each went to Irving Gold, RKO 86th St. Theatre, and Clayton Pruitt, RKO Albee. Winners of $100 bonds were J. Daniels, Stanley, Jersey City; John Thomas, RKO Bushwick; Isadore Berger, RKO Palace; Jack Reis, RKO Coliseum; Sam Ferstend, RKO Kenmore; Louis Grossman, RKO Madison; Morris Rochelle, Strand; Arthur Koch, RKO Proctor, New Rochelle Rocque Casamassine, RKO Royal Gene Santeramo, State, Jersey City Harry Klein, Liberty, Newark; Harold Graff, Loew's Orpheum; Joe Tolvo Capitol, Mamaroneck.

Winners of $50 bonds were: Mrs D. Gordon, Oritani, Hackensack; G Kemp, Montauk, Passaic; James Fitzgerald, RKO Proctor, Mt. Vernon Alexander Pluchos, RKO Keith, White Plains; Martin Rosen, RKO Fordham Thomas H. Wright, RKO State, New Brunswick; A. E. Arnstein, RKO 58th St.; John Lorenz, Pascac, Westwood and Jack Bokser, Academy.

Winners of $25 bonds were: J Stanek, Branford, Newark; G. Birkner, Fabian, Paterson; Frank Costa Warner, Ridgewood; Harold Daly RKO Proctor, Yonkers; Vincent Liguori, RKO Regent; Richard Reynolds, RKO Franklin; Richard Clark RKO Chester; Richard Hershberg David Marcus; Larry Schain, Crotona Herman Semel, Ambassador, and Barney Wiselman, Lefferts.

'Showgirl' in UK Today

"The Prince and the Showgirl," will have its gala "Sit With the Stars" benefit premiere at the Warner Theatre, London, tonight. The premiere, which is sponsored by the Variety Club of Great Britain and Warner Bros., will be highlighted by the presence of stars seated in all parts of the theatre. Olivier will act as host. Proceeds of the affair will go to the Actors' Orphanage and the Variety Club Heart Fund for Under-Privileged Children.

upremeCourt

(*Continued from page 1*)

bility of a decision upholding the onstitutionality of a clearly-worded aw aimed at obscenity.

In one case today, the court upeld the conviction under the Fedral Obscenity Law of a New York ook publisher. In a second, it upeld the conviction under the Califrnia Penal Code of a Los Angeles ail order book firm. A third case pheld the action of the city of ewark, N. J., under a city ordiance, banning a burlesque show.

7-to-2 Against Obscenity

The court split 7 to 2 on the Fedral law, 6 to 3 on the California ase and 5 to 3 on the Newark case.

In still another case that could ave important future bearing on the lm industry, a 5 to 4 court decision pheld the right of New York State o prevent distribution of obscene rinted matter. In this case, the New ork statute wasn't challenged on e ground that obscenity was proected under the free speech guarntee, but rather on the ground that he state didn't have the right to use njunctions and seizure to prevent istribution of obscene matter. The ourt said that assuming the state ad the right to move against bscenity, then it had the right to se criminal injunctions and seizure o prevent the distribution of the bscene matter.

Clarified by Brennan

Justice Brennan, writing the court's majority opinion in the first wo cases, said legal history clearly howed that "the unconditional phrasing of the first amendment was ot intended to protect every utterance." Libel was outside its scope, e said, and obscenity, too. He declared the first amendment was imed at protecting to the fullest all deas of social importance, but "implicit in the history of the first amendments is the rejection of obscenity as utterly without redeeming social importance."

The opinion stressed that not all discussion of sex was obscene, and hat it was "vital that the standards for judging obscenity safeguard the protection of freedom of speech and press for material which does not treat sex in a manner appealing to prurient interest." In both cases, Justice Brennan said, lower courts had been careful in applying strict definitions of obscenity.

Black and Douglas Dissent

In both these cases, Justices Black and Douglas dissented, warning that the court had given "the censor free range over a vast domain." They said it should be left to the people to reject "noxious literature," and that the First Amendment should be fully applied in this field as in others. Justice Harlan concurred in the decision in the Federal case, but not on the California case. Chief Justice Warren said he felt the results were correct in both cases, but that the court had swept too widely in deciding them.

The Newark case was decided without an opinion, the decisions in the other cases being cited as grounds. Again Justices Black and Douglas dissented, while Chief Justice Warren said he would have liked to hear argument on the case. Justice Whittaker abstained.

REVIEW:

Interlude

U-I—CinemaScope

SPLENDOR IN SETTINGS and scenery that is breath-taking will lift this to the measure of "Magnificent Obsession" as a woman's picture. It was produced by Ross Hunter and directed by Douglas Sirk, who gave us Universal's sensational money-maker of 1954. Women will weep—and some men, to whom the problems of mental health have been brought close to home. If your trip to Europe has been postponed or delayed into the indefinite future, you can enjoy these 90 minutes in Munich almost as much as a personal visit.

June Allyson plays the part of a government girl, assigned to USIA overseas, and her quick entanglement in romance, and tragedy. Rossano Brazzi, who appeared in "Summertime" and will star in "South Pacific" has the role of an orchestra conductor, whose wife is subject to his music and sedatives—but her mind is gone. Her aunt, the Countess Reinhart, lives in a country place that will astound you, where the great conductor, Tonio Fisher, also makes his home, taking care of his career and his responsibility to the sick.

The story opens slowly, and moves at pedestrian pace, but when you have seen it all, you realize that this is proper timing for a story that builds as character study with careful interpretation of dramatic values, rather that for speedy action. The wonderful settings and beautiful scenery will satisfy even those who lament "soap operas" on the screen. Every person in the cast is competent, the direction and screen credits are adequate beyond any usual measure, and the production value as a whole is easily comparable to the best of the past in pictures of this type. As a matter of fact, this story is also a remake—of Universal's "When Tomorrow Comes," circa 1939.

But it is basically commercial, it has tried and proven audience value, it will please audiences who like sad stories, even if slow-moving, because they live with them and enjoy the heart-break. It has long been axiomatic in our business that women will always support a "four handkerchief picture." Here it is—with all of our fine color and 'scope, and the genuine pleasure of seeing both city and country, in west Germany, from your theatre chair.

The final solution of the plot leaves nothing to be desired, for the government girl goes home to Philadelphia with her doctor fiance, who has been getting his degree at a Munich hospital, and the great orchestra conductor returns to his music and his responsibility after an interlude that has a softening effect on tragedy.

Running time, 90 minutes. Adult classification. Release, in September.

WALTER BROOKS

High Court to Have Recess to October

From THE DAILY Bureau

WASHINGTON, June 24 — The Supreme Court in effect closed shop for the summer today.

It will meet again July 8 to hear argument and decide the controversial Girard Case. But other than that, it will hear no arguments and decide no disputes until it returns from its summer recess in October.

Already accepted by the court for argument in the new term starting in October are two cases of interest to the industry. One suit claims that major studios conspired to deny work to 23 actors, writers and other workers who refused to testify before the House UnAmerican Activities Committee. The other seeks to determine whether a parody of a motion picture film constitutes a copyright infringement.

Show 'Pride'

(*Continued from page 1*)

a special preview of Stanley Kramer's "The Pride and the Passion" for United Artists release at the Capitol Theatre this morning.

Cities represented by the newspaper men are Atlanta, Baltimore, Boston, Buffalo, Cleveland, Dallas, Detroit, Fort Worth, Hartford, Houston, Miami, Montreal, New Orleans, Philadelphia, Providence, Richmond, Rochester, Springfield, Mass., Syracuse, Toronto and Washington, D.C.

The newsmen will also attend the dedication today of the 6,000-pound cannon used in the film in Times Square in connection with a tri-state Civil Defense recruiting drive.

2nd Eastman Festival

(*Continued from page 1*)

of the same period and will receive their awards in the October ceremonies at Eastman House. The first awards were given two years ago. Rouben Mamoulian, stage and screen director who was associated wtih the early days of the Eastman theatre, will head the festival committee.

Samuel Milgram, 55

PHILADELPHIA, June 24.—Samuel Milgram, 55, vice-president of the Milgram Theatres, Inc., local independent chain, died here Thursday. He was associated with his two brothers in the operation of the chain, which which included six theatres in the Philadelphia area, and was a member of the Variety Club. Other survivors include his wife, a son, a daughter and two sisters.

'Success' in Book Drive

Some 66,000 retail outlets across the country have joined in a nationally-coordinated promotion of the Signet Book edition of "Sweet Smell of Success." This will be a feature of a heavy United Artists drive on behalf of the national July Fourth holiday bookings of the Hecht, Hill and Lancaster production.

'Joan' U.S. Bow Tonight

Otto Preminger's "Saint Joan" will have its American premiere tonight at the RKO Orpheum Theatre in Marshaltown, Ia., home town of Jean Seberg, who has the title role.

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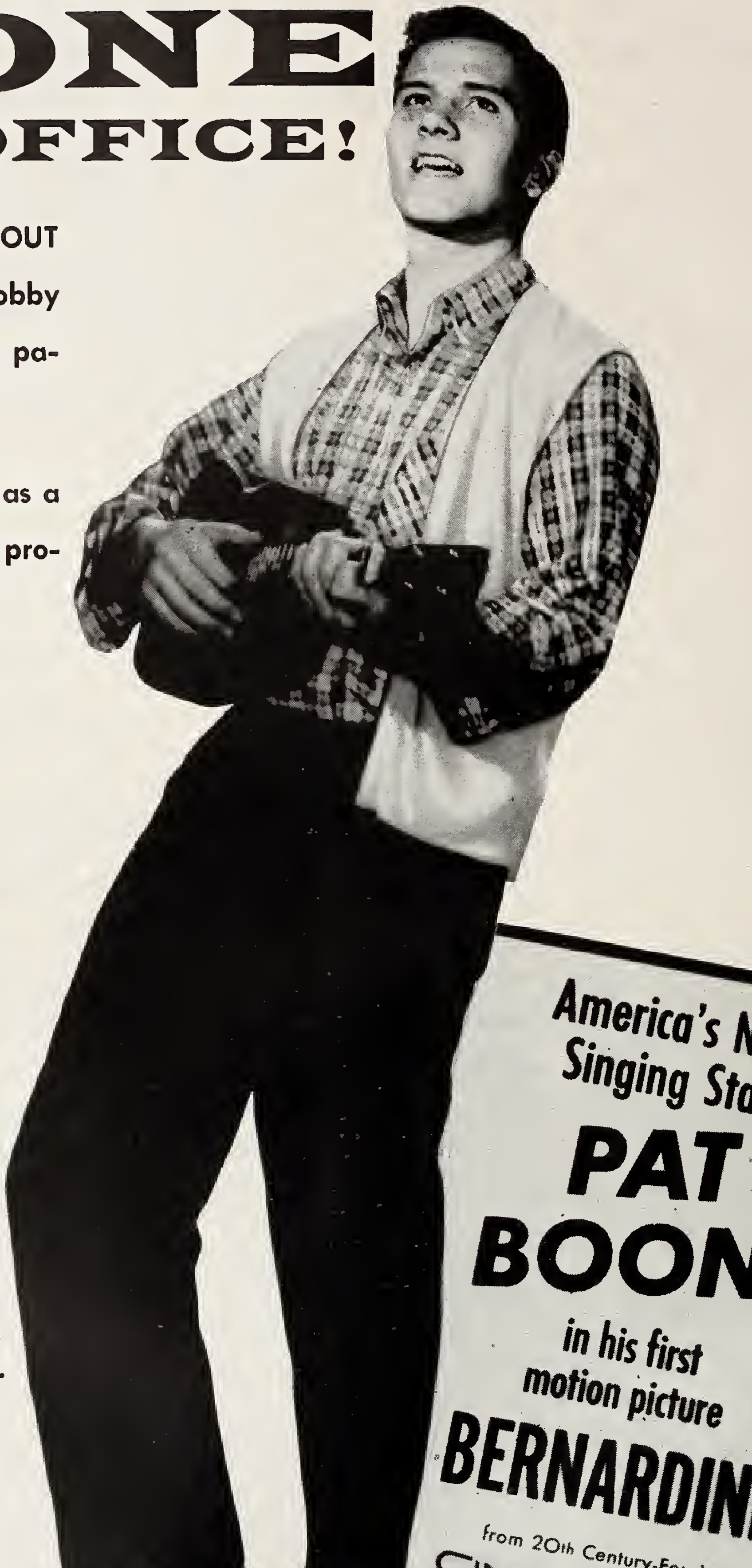

America's New Singing Star

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in his first motion picture

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NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 81, NO. 123 NEW YORK, U.S.A., WEDNESDAY, JUNE 26, 1957 TEN CENTS

Letter to FCC

New Union Disagreement On Toll-TV

Calif. Theatre Federation Wants the System 'Banned'

Special to THE DAILY

SAN FRANCISCO, June 25.—The California State Theatrical Federation, with a membership of some 70,000 union members representing every branch of the amusement industry, including TV, has gone on record as being opposed to toll TV.

In a letter to the FCC, William P. Sutherland, Federation secretary-treasurer, has told FCC Chairman George C. McConnaughey that public interest demands that toll TV—"or

(*Continued on page* 5)

O'Malley Seeks Baseball Pay-TV in N.Y. or L.A.

From THE DAILY Bureau

WASHINGTON, June 25.—Brooklyn Dodgers president Walter F. O'Malley told National League club owners he was negotiating for closed circuit televising of Dodgers ball games whether the club stays in Brooklyn or moves to Los Angeles.

This was contained in the minutes

(*Continued on page* 5)

Kennedy and Thompson Reelected in Atlanta

Special to THE DAILY

ATLANTA, June 25 — Reelection of all officers and directors today featured the final day of joint convention held here by the Alabama Theatres Association and the Motion Picture Theatre Owners and Opera-

(*Continued on page* 5)

Television Today Page 4

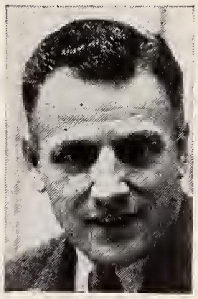
REVIEW:

The Pride and The Passion

Stanley Kramer—United Artists

VistaVision

EXHIBITORS big and little will do well to take note of Stanley Kramer's "The Pride and the Passion" early because, for some sooner and others later, but to all eventually, it's going to be important in their futures. This is another genuinely big one—big in conception and in production values, big in casting, staging and realization. In consequence, it is really big box office. Exhibitors can count on it all the way down the line, and begin making their plans for it now. If you've had that balcony closed off, for example, now's the time to start taking down the barriers.



Stanley Kramer

The top names of Cary Grant, Frank Sinatra and Sophia Loren, all well forward in popular esteem, are potent enough in their own right to assure a strong attraction. But Kramer has added a tale of epic patriotism, replete with suspense, action, romantic rivalry, personal danger and devotion, on a grand scale employing literally thousands of extras in novel battle scenes, and presented against a background of colorful Spanish terrain, in VistaVision and color by Technicolor.

As producer and director, Kramer has skillfully blended these showmanly assets into a picture that makes the most of each and gives exceptional vitality to the story and screen play by Edna and Edward Anhalt, which were based on the C. S. Forester novel "The Gun." The marks of quality and distinction are in their work as they are in all other phases of production, from Franz Planer's photography and George Antheil's music to the least conspicuous technical and artistic contribution.

THE STORY is set in Spain in 1810 when Napoleon's army has crushed the defending Spanish forces. With the retreat of the beaten army, a huge cannon is rolled over a mountainside and abandoned. Reputedly, it was the largest weapon of its kind in existence then with greater range and fire power than anything possessed by the French or British. Its unique value was its ability to breach the walls of cities, castles and fortresses from a distance beyond the reach of the guns of those who manned their ramparts.

A guerrilla band headed by Sinatra operating in the mountains discovers the cannon but lacks the know-how either to salvage and repair the gun or to fire it if it could be restored. Cary Grant, as a British naval officer assigned to locate the formidable piece of ordnance and attempt to secure it for British forces, also at war with Napoleon, makes contact with the guerrillas. On his assurances that he can put the gun in working order and can fire it, as well, Sinatra's band accepts him. But there must be an assault to rescue Avila, Sinatra's home city, from the French invaders before the English may have the gun.

Recovered from the mountain abyss and restored to firing order, the guerrillas undertake to bring the huge gun hundreds of miles across

(*Continued on page* 5)

Voted by House

Bill Passed to Make the SBA Permanent

Follows Some Proposals Suggested by TOA Group

From THE DAILY Bureau

WASHINGTON, June 25. — The House today passed a bill to make the Small Business Administration a permanent agency in line with one of the recommendations of the Theatre Owners of America. The House shouted down a motion to continue SBA agency for only another four years.

Also as proposed by TOA the bill would abolish the Loan Policy Board, which now sets SBA loan policies. This board consists of the SBA administrator and the Secretaries of Commerce and Treasury. In its place the bill would provide a national Small Business Advisory Board, to advise SBA on lending policies and made up of the same three officials and from two to six small businessmen.

The House bill would not, however, carry out other TOA recommendations. For example, the House

(*Continued on page* 5)

Industry Lawyers Study Obscenity Decisions

Copies of the Supreme Court's ruling upholding obscenity statutes are in great demand among industry lawyers. Obscenity charges are a rarity in the film business, but the decisions upholding the constitutionality of state and local statutes, if properly

(*Continued on page* 4)

Anti-Blind Checking Bill Dies With S.C. Adjournment

Special to THE DAILY

COLUMBIA, S. C., June 25 — An anti-blind checking bill died in House Committee as the South Carolina legislature adjourned.

Also left in committee was a bill to ban South Carolina showing of "Island in the Sun."

PERSONAL MENTION

RUSSELL HOLMAN, Paramount Eastern production manager, will return to New York today from Hollywood.

•

Alfred Crown and Morris Helprin, of Barbizon Productions, will return to New York today from London via B.O.A.C.

•

Henry B. Gordon, Paramount division manager for Latin America, will arrive in New York tomorrow from Mexico City.

•

Mrs. Mitchell Panzer, wife of the head of Independent Poster Exchange, Philadelphia, has given birth there to a son.

•

Morris Goodman, Columbia International sales manager, has returned to New York following a business trip to Mexico.

•

George Schur, Paramount branch operations manager, is in Charlotte today from New York.

•

Marc Frederic and Art Jacors, executives of Screencraft Productions, have arrived in New York from Hollywood.

•

Mrs. Alan Strulson, wife of the 20th Century-Fox salesman in Philadelphia, has given birth there to a boy, Andrew Paul.

•

Harry Furst, of the Plaza, Ridgeway and Palace theatres, Stamford, Conn., is recuperating there following surgery.

Honor Wobber Today

SAN FRANCISCO, June 25.—Herman Wobber, coast division manager of 20th Century-Fox Corp., will be honored here tomorrow at a testimonial luncheon marking his 50th year in the industry. The affair is being sponsored by the Northern California Variety Club.

Ralph Case to List Board

Ralph E. Case, a senior participant of Stevenson, Jordan and Harrison, Inc., has been elected a director of List Industries Corp.

Films Outstrip TV: McCarey

From THE DAILY Bureau

HOLLYWOOD, June 25. — "The film industry is currently on the upsurge and TV on the wane, in the competition for the lion's share of the American entertainment-dollar," producer Leo McCarey said in an interview here.

McCarey explained his viewpoint by adding that "the major picture companies are currently releasing some of the finest films in the history of the industry." Television, McCarey maintained, is not keeping pace largely because it "has not made the expected technical advances during the past five years."

"When the film industry first felt the competitive impact of television," McCarey said, "it went all out in making immediate technical advances, including the enlarged screens, which staved off what might be termed 'disaster', but which must now be regarded as a mere recession." Commenting on TV, he said, "The screens are much too small, and they should have given the general public first - class color, at a reasonable cost years ago."

'Marjorie' Lunch Held

More than 25 manufacturers and representatives of leading fabric mills attended a luncheon at the Sherry Netherland Hotel here yesterday to discuss the "Marjorie Morningstar" advertising and promotion plan as outlined by R. F. McLeod, publisher of Harper's Bazaar, and Robert S. Taplinger, Warner Bros. vice-president and director of advertising and public relations. Highlight of the promotion, which will be featured in the April, 1958, issue of the magazine, will be large-scale national and local advertising of leading manufacturers from all fields of ready-to-wear.

'Pride' Bow Promoted

A budget of $200,000 has been allocated for the promotion of the New York premiere engagement of Stanley Kramer's "The Pride and the Passion," according to Roger H. Lewis, United Artists national director of advertising-publicity. The schedule includes full-page, double-truck, facing halfpage and color ads in newspapers, as well as $23,000 worth of radio spot announcements.

Rites for Mrs. Jeffee

Services will be held here tomorrow noon at Riverside Memorial Chapel for Mrs. Michael Jeffee, mother of Saul Jeffee, president of Movielab, Inc. Mrs. Jeffee died yesterday at the age of 64.

U-I Far East Meet Set In Tokyo July 9

Special to THE DAILY

TOKYO, June 25.—Americo Aboaf, Universal-International vice-president and foreign general manager, will preside at the U-I 1957 Far Eastern sales conference scheduled to convene here on July 9. Managers of U - I's Far Eastern territories and headquarters staff will meet with U.S. home office and studio representatives to discuss group business, it has been announced by Alfred E. Daff, executive vice-president.

David Lipton, Universal vice-president, will represent the studio, and Arthur Doyle, Far Eastern supervisor, will head the divisional headquarters contingent. Also present will be the managing director for Japan, William Broun, conference host, and Paul Fehlen, Far East head auditor.

U-I managers from the Far East who will be attending the meeting include: Geoffrey D. Boret from India, Quintin S. Mariano from Burma, Henry Sayers from Pakistan, Charles Y. Zue from Formosa, Ginarn Lao from Hong Kong, Maurice Casey from the Philippines, Alvin Cassel from Singapore, Leo C. deJesus from Siam and Melarkode N. Hariharan from Indonesia.

. . of Drive-ins

Ellis Buys 4th Drive-In

The Dix Drive-In Theatre, located on Rt. 206, Bordentown, N. J., has been purchased by the A. M. Ellis Theatres Co. of Philadelphia, it was announced by Berk and Krumgold, theatre realty specialists. The Dix Drive-In was built in 1955 and has a capacity of 1,250 cars.

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New Operation in Mass.

A new outdoor theatre, the Seekonk Family Drive-In, is being built in the Creater Fall River, Mass., area. The latest addition to Lepes-Zalkind Drive-In Theatres, Inc., it is located on a 40-acre tract of land between Highland Avenue and the Rhode Island Line in Seekonk.

⦿

O'Neill Made Assistant

Joseph O'Neill has been named assistant to Joseph Bresnahan, resident manager for Smith Management Company's 2,070-car capacity Meadows Drive-In, Hartford. John Heath is the new student assistant manager.

"*Togetherness* is, as far as I know, a word invented by McCall's, designed to encourage greater harmony and unity among people. I'm all for it; and the movies, as a social diversion, are more enjoyable when enjoyed by people together."

HOWARD DIETZ
Vice President
Loew's—M-G-M

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MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager: Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

WONDER WHAT A THEATRE SEAT THINKS ABOUT?

"Thanks to M-G-M, the folks have been parking here regularly. I love bodily warmth!"

"When they bounce with joy and rhythm I'll know 'SILK STOCKINGS' is here!"

Fred Astaire
Cyd Charisse
Janis Paige
Peter Lorre
An Arthur Freed Prod.
CinemaScope—Metrocolor

"They grip my edges when they watch 'SOMETHING OF VALUE'. So tense!"

Rock Hudson
Dana Wynter
Sidney Poitier

"Such Ohs! and Ahs! when they see 'THE LITTLE HUT'!"

Ava Gardner
Stewart Granger
David Niven
Walter Chiari
A Herbson, S. A. Production.
Color

"Betcha that 'TIP ON A DEAD JOCKEY' will fill me plenty!"

Robert Taylor
Dorothy Malone
Gia Scala
CinemaScope

"I heard the Manager talk about a great Preview on 'HOUSE OF NUMBERS'."

Jack Palance
Barbara Lang
CinemaScope

"I'm waiting for 'GUN GLORY'. Things will POP like they did with 'Fastest Gun Alive'."

Stewart Granger
Rhonda Fleming
Chill Wills
CinemaScope—Metrocolor

"I like action and will get plenty of it with 'ACTION OF THE TIGER'."

Van Johnson
Martine Carol
Herbert Lom
A Claridge Film Production.
CinemaScope—Metrocolor

"Oh, my aching sides! Here comes a FAT customer!"

(*Photo courtesy of American Seating Co.*)

Television Today

Reserve Decision in TV Firm Subpoenas

Judge Frederick Van Pelt Bryan in U. S. District Court in New York yesterday reserved decision on a motion by the FCC to force four television producers to give trade information called for in a subpoena. The producers, Screen Gems, Ziv, MCA and Review Productions, twice have refused to supply the information to an FCC investigator.

The FCC had asked the firms to give the cost and prices of television programs and tell their methods of selling them, in the course of investigations the Commission is holding to determine whether or not there is free competition in the television field. Attorneys for the firms told the court yesterday they would supply certain information but that specific information would be damaging to their business if it became known to their competitors.

Zenith Attacks Toll-TV Opponents for 'Delay'

From THE DAILY Bureau

WASHINGTON, June 25—Zenith Radio Corp. today attacked as "just another delay tactic" the request of toll TV opponents for a chance to file reply comments with the Federal Communications Commission on forthcoming toll TV statements.

The FCC has asked for statements by July 8 on the conditions for possible field tests of toll television. The joint committee against toll TV and the National Association of Radio and Television Broadcasters then asked the FCC to permit reply comments up to 60 days later.

One Man's TViews

By Pinky Herman

MOTION picture and TV production in the East will be the main topic of discussion tomorrow at the NTFC luncheon at the Delmonico Hotel. The "Keep 'Em in the East" campaign will be emceed by Joey Adams and will honor Elia Kazan, director of the Academy Award-winner "On The Waterfront" and director-producer of "Face In The Crowd." George Justin, production manager of the two Kazan efforts and also "Twelve Angry Men" and "Stage Struck," will talk about the advantages of every kind of film production in the east. . . . 18-year-old Kathleen O'Sullivan, daughter of Jan Miner and Terry O'Sullivan makes her debut as a thespian next week at the Lake Regions Summer Playhouse at Laconia, N. H. . . . Coral platter star Betty Madigan in town for a guest CBStint on Ed Sullivan's show July 7. Thence to Miami for a week at the Eden Roc. . . . Six more Oldsmobile commershills to be seen on the "Vic Damone" show, have just been completed by Video Pix for the D. P. Brother Co. Ed Herlihy hosts. . . . Seems like wherever you see Barry there's plenty of Jack around. The handsome quiz-master of the "Twenty-One" and "Tic Tac Dough" NBC-TV programs will do another one, "High-Low" which will summer-replace "The Ford Show" starting Thursday, July 4. Latter resumes September 19.

☆ ☆ ☆

Charles Bernard

Charles (Chuck) Bernard, formerly sales manager at WABC and later ABC account executive, who resigned to form his own station representative firm little over a year ago, is setting quite a pace. The handsome young go-getter, often referred to as "the Madison Avenue hillbilly," has already opened branch offices in Baltimore, Kansas City, Dallas and Los Angeles and is also about to announce the formation of the Country & Western Broadcasters Association. (Reckon there's gold in them thar hill (billy) programs.) . . . Irving Caesar wrote a postcard to Gertrude Berg. The three words, "Dear Gert, Nu????" deals with the possible starring of the beloved radio-TV star in a Broadway show. . . . Max Liebman, just returned from a two-month tour of the world, has filmed about ten thousand feet (16mm) of the most picturesque shots we've ever seen. Max advises that Japan is miles ahead of other Asiatic countries in the development of TV with England, the European leader. Liebman, whose recent "Adventures of Marco Polo" TVia NBC proved one of the most colorful musicals of the year, would like to produce a feature (perhaps another spectacular) titled, "Adventures of a Modern Marco Polo." . . .

Bijou Theatre Site Lost Via High Court Edict

Special to THE DAILY

NASHVILLE, June 25. – The Bijou Amusement Co. today apparently lost its fight to retain its present location of the Bijou Theatre, 423 Fourth Avenue North, when the Supreme Court affirmed a lower court decision allowing the Nashville Housing Authority to condemn the theatre property as part of a site for a new municipal auditorium. The fight began in January, 1954. The late Alfred Starr, who established the Negro film center, instituted court action to resist condemnation. It is not believed that the amusement company, now managed by Evans Sprott, will take the one course left, a petition for a rehearing of the case by the Supreme Court.

Although it has lost much of its Negro constituency, because of the condemnation of a 65-acre section by the Housing Authority, the theatre is still being operating profitably. The building on the condemned site also housed offices of the entire chain of Negro houses.

Movietime Jubilee Underway in Winnipeg

Special to THE DAILY

TORONTO, June 25.—Theatre officials here are watching the June Movietime Jubilee in Winnipeg under auspices of the publicity committee of the Manitoba Motion Picture Exhibitors Association. Cooperating in the project are the "Winnipeg Free Press" and the "Winnipeg Tribune," the two major dailies, who are giving full-page tieups for the promotion. The Tribune is also running three cartoon ads gratis.

Stocks of bumper strips, streamers and twirlers have been obtained by the committee. These are available to all exhibitors in the area. Drive-in operators are sticking the strips on every car attending, with managers and employees of indoor houses owning cars asked to use the strips.

Another for Heflin-Wald

HOLLYWOOD, June 25 – Actor Van Heflin and producer David Heilweil, who worked together in those capacities making "3:10 to Yuma," will co-produce "Prelude to Marriage," original screenplay by Malvin Wald, they announced today.

'Trail West' for M-G-M

HOLLYWOOD, June 25 – Producer Aaron Rosenberg's Arcola Pictures will produce Richard Wormser's "Saturday Evening Post" story, "Trail West," in 1958 as a big-scale western for M-G-M, the studio disclosed today.

Nelson Signs Mitchell

HOLLYWOOD, June 25 – Cameron Mitchell has been signed by television producer Ralph Nelson to star in "Payment for Judas" on the CBS "Climax Show" July 11.

L. A. in Move to Prevent Showing of Improper Films

From THE DAILY Bureau

LOS ANGELES, June 25. – The city attorney today began the drafting of an amendment to the Los Angeles Municipal Code which would empower the police to arrest audiences viewing improper films as well as persons possessing and exhibiting them.

The amendment was sought by the Police Commissioner and Police Chief William H. Parker for the purpose of strengthening the authorities' position with respect to curbing misuse of the motion picture medium either by illicit purveyors of questionable subjects or by other irresponsible operators.

Lawyers Eye

(*Continued from page* 1)

drawn, are bound to receive thorough study.

Major company lawyers are withholding comment pending study of both the majority decision and the minority comments in the cases.

Levy Planning Bulletin

Herman Levy, general counsel for Theatre Owners of America, said at Atlanta yesterday that he intended to get out a bulletin on the decisions for the membership.

Unwritten Gruber Novel Is Purchased by Peck

From THE DAILY Bureau

HOLLYWOOD, June 25. – Gregory Pack has purchased Frank Gruber's unwritten novel, "The Marshall," for production by his and William Wyler's independent company, Anthony Pictures, Motion Pictures Daily learned today.

Gruber, who has written 40 previous novels that have been produced on the screen, expects to complete this one within three months. It will be published this winter by Rinehart and Co.

Mrs. Clara Guthrie, 73

HOLLYWOOD, June 25. – Funeral arrangements are pending for Mrs. Clara Guthrie, 73, wife of civic leader and longtime Warner studio executive, William L. Guthrie, who died today following a long illness. The Guthrie's had been married 53 years. Guthrie and three sons, all in the production branch of the industry, survive.

Trotta Is Beauty Judge

Vincent Trotta, industry artist, flies to New Orleans today to be a guest judge for the selection of Miss New Orleans. The finalist will enter the Miss Universe beauty contest to be held at Long Beach, Cal., in July at which Trotta will be one of the six international judges.

Coast Union

(*Continued from page* 1)

any tests of toll TV"—should be banned.

"There can be no question," Sutherland advised the FCC, "that toll TV would not be a supplement to but substitute for free TV and would eventually destroy free TV as we now know it."

This stand is in sharp contrast to the recent resolution in support of subscription television adopted by the Hollywood AFL Film Council. That resolution, made at a meeting in Los Angeles two weeks ago, called for the FCC to authorize public tests "at the earliest possible moment." The council is made up of 24,000 theatrical and TV studio workers.

CSTF Voices Opposition

At the time the Council adopted the resolution it was decided it would be presented to the convention of the CSTF, which is in September, as well as that of the California State Federation of Labor. CSTF opposition to the Council stand has now been made clear in advance.

Previously both the American Federation of Labor and Congress of Industrial Organizations expressed opposition to toll-TV. In a resolution unanimously adopted back in 1955 the AFL-CIO denounced the system as "an infringement on the property right now enjoyed by the general public on a no fee basis." Top AFL-CIO officials were called on to place the groups' position before both the FCC and Congress.

Aid to Employment Claimed

Rejecting that viewpoint, the Film Council in its recent resolution defended its pro-toll-TV stand on the grounds that it would mean "additional employment for tens of thousands of American workmen." The resolution said further: "It appears probable that subscription TV would greatly increase the number of new motion pictures produced in this country, thus increasing employment many-fold."

O'Malley Seeks Pay-TV

(*Continued from page* 1)

of the May 28 owners' meeting which granted permission for the Dodgers and Giants to move to the West Coast. The minutes were introduced in the hearings of a House judiciary subcommittee today.

The minutes showed O'Malley had reported that he was negotiating with Skiatron, Inc., for a contract to pipe Dodgers games over closed-circuit wire television, whether in Brooklyn or Los Angeles. The league representatives, according to the minutes, discussed whether the prospect of closed circuit television "will make it unwise for the National League to vacate New York," but judging from the minutes, no conclusion was reached.

Both O'Malley and Giants president Horace Stoneham are scheduled to testify at the hearings tomorrow.

The Pride and the Passion

(CONTINUED FROM PAGE 1)

Spain to besiege the walls of Avila. The course over which they must pass not only is in enemy hands but also traverses mountains, arid wastes, rivers and, even, enemy held cities. With only mules to supplement the muscles of men and women, the gun is started on its hazardous journey.

There are narrow escapes from French patrols and searching parties; there are disastrous setbacks such as when the gun, made fast to a log raft that has been built to transport it across a river, is swept away from the band by strong currents and smashed against rocks. Or when it breaks away descending a mountainside and careening wildly on its carriage mows down forest trees in its path, ending in a ditch in a peaceful valley surrounded by grazing sheep. Or again when under the eyes of the French an attempt is made to bring it through a mountain pass at night and the band is ambushed by the enemy. But the gun gets through despite the slaughter.

On still another occasion, repairs to the carriage are made in a cathedral despite a traitorous citizen who informs the French. And with success in sight, there is the time when a bridge must be blown to prevent the French from crossing a river at a point where the gun could not be hidden.

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These are incidents typical of the suspense, action and adventure that follow the guerrilla band and gun across Spain. All the time romance is brewing between Grant and Miss Loren, and jealousy begins to make rivals of Grant and Sinatra. As Grant protests excesses on the part of the guerrillas he is drawn into a hand-to-hand knife fight with one of Sinatra's lieutenants.

Eventually the band attains its objective—the walls of Avila—and reinforced by thousands of peasants, some armed only with pitchforks or clubs, the gun is placed in position and, with Grant firing, the walls are breached. Miss Loren follows Sinatra at the head of the peasant army and both are killed as the victorious natives overwhelm the French by mere force of numbers. It is a spectacular assault scene, perhaps filmed on as broad a scale as anything seen in recent years. For a finale, survivors wheel the gun about and, led by Grant, head toward the Coast where a British warship waits for the gun.

Every showman will recognize the strong boxoffice factors which this picture offers. He will know, too, exactly how he can supplement them with his own promotional contributions in order to get the most out of this potent attraction. It's worth backing to the hilt.

Running time, 131 minutes. General classification. Release, in July.

SHERWIN KANE

To Use Permafilm

Consolidated Film Industries, Inc., has become a franchise Permafilm processor and will make this film preserver available at its laboratories at Fort Lee and New York, as well as at its Hollywood plant. The deal was arranged by Douglas T. Yates, vice - president of Consolidated, and Paul N. Robins, executive vice-president of Permafilm, Inc.

Face-Lift for Trans-Lux

Plans are underway to completely refurbish and redecorate the Trans-Lux Theatre in Washington, D. C., by July 3, in time for the opening of "Fire Down Below," it was announced here by Richard P. Brandt, president of Trans-Lux Theatres Corporation. The Trans-Lux, originally a news reel theatre, was converted to a first-run operation in 1949.

Atlanta Meet

(*Continued from page* 1)

tors of Georgia. R. M. Kennedy of Birmingham heads the former organization, J. H. Thompson of Hawkinsville the latter, which, additionally, named Harold Spears as a vice-president.

The second day of the joint convention began with a pioneer's breakfast this morning at which over 300 were honored as members of the industry with 25 years or more of service. The master of ceremonies was Willis Davis of Wilby-Kincey Theatres.

During the breakfast prizes were awarded to newspaper writers for the "best stories" on the film industry published in Georgia since Jan. 1. C. M. McIntosh, of the Augusta Chronicle-Herald, won the first prize—an all-expenses-paid trip to Hollywood for two. U.S. Savings Bonds of $250 went to three writers: George Doss, Macon News; Dorothy Smith, Waycross Journal-Herald; and Shirley Barker, Clayton-Tribune.

Six Speakers Heard

In the morning business session speakers included Cecil Brown, Paramount Pictures; Lonnie Otwell, Martin Theatres; and J. O. Hoover, Martin Theatres. The delegates also heard Jeff Livingston, Eastern director of advertising for Universal Pictures. Al Sindlinger spoke on "A Look into the Future" at the luncheon session.

The afternoon session, at which Herman Levy, TOA general counsel, spoke, was closed to the press.

House Passes Bill

(*Continued from page* 1)

voted down a proposal to increase from $250,000 to $1,000,000 the maximum loan size. No move was made to drop the present requirement—objected to by TOA—that an SBA loan applicant certify that he was turned down on the loan by private lenders.

The bill passed by the House would increase the agency's business loan authority from $230 million to $500,000,000. It would also cut from 6 per cent to 5 per cent the maximum interest rate on SBA's portion of participation loans.

Memphis to Acquire New Art Theatre

Special to THE DAILY

MEMPHIS, June 25 — The Ritz Theatre here next month will become part of an Art theatre circuit which already operates 10 theatres in major cities.

Jack Katz, who has operated the Ritz for 2½ years on lease from David Flexer, has signed a lease with the Art Theatre Guild of Columbus, O. The transfer is effective July 1.

The Ritz has been closed for enlargement of the lobby and installation of a coffee bar. It will re-open on July 10.

TENT TALK

Variety Club News

BOSTON – New England Variety Club's Jimmy Fund Drive will be kicked off this year with a baseball game between the Boston Red Sox and the Milwaukee Braves on Monday night, July 22, at Fenway Park here. The Jimmy Fund, which was founded by the Variety Club of New England and sponsored by the motion picture industry and the Boston Red Sox, is for furthering research to help children afflicted with cancer.

△

DALLAS–Lawrence Welk and his Champagne Musicmakers will be the chief attraction at the 18th annual Variety Club turtle derby to be held in the New Memorial Coliseum Friday and Saturday, Sept. 6 and 7. The annual event is staged to benefit the Tent 17's principal charity, the Boy's Ranch at Bedford, Tex. Welk's shows will be presented on both days between the racing events.

△

PHILADELPHIA – Mrs. Charles Ehrlich has been installed as president of the Woman's Auxiliary of the Philadelphia Variety Club, succeeding Mrs. Robert Hanover. Other officers are: Mrs. Joseph Segal and Mrs. Eugene Tunick, vice-presidents; Mrs. Cecil Felt and Mrs. Irving Segg, secretaries, and Mrs. Louis Melitch, treasurer.

NSS Will Handle RKO British Accessories

From THE DAILY Bureau

LONDON, June 25 – National Screen Service will take over distribution of RKO Radio's advertising accessories in Great Britain as a result of an agreement reached by Robert S. Wolff, chairman and managing director of RKO Radio, and Arnold Williams, NSS managing director. NSS already is distributing RKO trailers.

The arrangement goes into operation July 1. Wolff contends that physical distribution should be turned over by all companies to a central organization operating in behalf of all distributors.

Companies Loan Funds To Japan Power Corp.

Special to THE DAILY

TOKYO, June 20 (By Air Mail).–A check for $6,667,000 (in Japanese yen) was handed over to the Japanese by American film distributors in Japan as a special trust fund loan to the Electric Power Development Corporation.

This is the second time that the American film firms have loaned their accumulated yen funds, profits from film rentals blocked in Japan, for electric development. As the loan matures in six years permission to transmit the funds to America will be realized.

REVIEW:

House of Numbers

M-G-M—CinemaScope

CONVICTS HAVE BEEN breaking out of prison on the screen ever since the movies were young. But there has seldom (if ever) been a more daring or ingenious escape than that which is depicted in great detail in M-G-M's new thriller, "House of Numbers." With Jack Palance for the marquee and a fetching new blonde called Barbara Lang to exploit, to add to the strong story, this film may well turn out to be a "sleeper" at box offices everywhere.

Name any pitfall that suspense tales often fall into, and you will find that Russell Rouse and Don M. Mankiewicz have avoided it in their screen play, which is based on a magazine novel by Jack Finney. Their script is a model of simplicity and lacks distracting complications. There is no attempt to psychoanalyize the criminal and no pious speeches blaming society for his misdeeds.

Instead there is a carefully worked out blueprint for an audacious break-out by one man from San Quentin that snatches the spectator's attention immediately and keeps it right up to the end. There are plenty of twists and turns in the plot, but they are easy to follow all the way.

At least one of the twists can be given away in a review without spoiling anything, and that is the fact that Palance plays two roles. He appears first as the brother of a convict who joins forces with the latter's wife to make the "outside" arrangements for an escape. Then the audience suddenly gets a real surprise when it turns out the brothers are identical twins.

The plot details involve a number of intriguing things—including having the "outside" Palance actually get into the prison and masquerade as his brother overnight. It also involves trying to deceive a nosy prison guard who lives next door to the house near the prison which the brother and sister-in-law have rented. And it involves further such things as the digging of a "grave" in the prison yard—but more a synopsis should not give away.

Much of the credit for the picture's success is due Palance, who gives a good performance in both roles. He makes the differences between the two brothers much more than just the way they comb their hair; they are differentiated in both mannerisms and speech. And Miss Lang, who is very easy on the eyes, also demonstrates a promising flair for acting as the wife. No other actors figure very prominently.

The picture was actually photographed at San Quentin (in black-and-white CinemaScope) which helps to give it an authentic air. Rouse has directed creditably for the maximum the story offers in suspense. Running time, 92 minutes. General classification. Release, in August.

RICHARD GERTNER

British Attendance Down 7% in 1956

From THE DAILY Bureau

LONDON, June 25. – Theatre attendance in England during 1956 was 7 per cent less than that in 1955 and the proportion of cinemas capacity filled was 30 per cent as compared with 31 per cent in the previous year, according to the annual report on the film industry published in the Board of Trade Journal today.

Box office receipts were down by 1.5 per cent despite an increase in seat prices, the report states, with the total for the year the lowest since 1950. The entertainment duty for the year was 1.5 per cent greater than in 1955 and thus took a slightly higher proportion of the total receipts.

Total seating capacity declined in 1956 by 4 per cent to 66,000,000, reflecting a reduction in the number of weekly performances as well as the number of seats available. Only Wales, Scotland, showed an increase in proportion of capacity filled. There was an especially pronounced drop in the number of cinemas and seats in groups seating between 250 and 1,000.

Wages paid cinema employees in the week ended Dec. 8, 1956, totalled £353,000, an increase of 9 per cent as compared with March, 1954. The amount charged as gross film rents in 1956 totalled £23,300,000, which was 3 per cent less than in 1955. British films accounted for £7,600,000, an increase of 5 per cent, while foreign films accounted for 7 per cent less.

Set Dinner to Honor Schmertz on Retirement

Special to THE DAILY

CLEVELAND, June 24–A farewell dinner in honor of I. J. Schmertz, who is retiring Aug. 1 after 52 years with the 20th-Fox organization, 31 of them as Cleveland branch manager, will be held July 29 at the Statler Hotel. It will be under the sponsorship of the Variety Club, which Schmertz has served as chief barker and treasurer.

PEOPLE

George Elener has been promoted to the post of assistant secretary at 20th Century-Fox International and Inter-American Corporations, it has been announced by **Emanuel B. Silverstone,** vice-president and general sales manager. **Elener** replaces **Edwin S. Fraser,** who has resigned because of health.

□

Ted Krassner has been placed in charge of group sales of **Cecil B. DeMille's** production of "The Ten Commandments" by **Charles Boasberg,** head of worldwide sales for the Paramount feature. **Krassner** succeeds **Oscar A. Morgan,** who has been named by Paramount to the new position of supervisor of re-release sales.

□

Lester Dinoff, formerly of the editorial staff of MOTION PICTURE DAILY, has joined Rank Film Distributors of America as special writer and to handle trade press relations.

□

Dan Loventhal has been named New York press representative for American National Films, Inc., whose first picture is "Bayou."

New Orleans WOMPI Installs New Officers

Special to THE DAILY

NEW ORLEANS, June 25. – Mrs. Marie Berglund was installed as president of the Women of the Motion Picture Industry of New Orleans at a luncheon meeting in the Roosevelt Hotel here. She succeeds Ruth Toubman, Southeastern Theatre Equipment Co., Inc., of Louisiana.

Other officers installed were Mrs. Ann Balencie, Paramount, first vice-president; Mrs. Imelda Giessinger, Richards Center, second vice - president; Mrs. Lee Nickolaus, Cohen Enterprises, corresponding secretary; Mrs. Judith Hamner, Universal, recording secretary, and Miss Toni Bollhalter, Cohen Enterprises, treasurer. Mrs. Helen Amann, past president of the Business and Professional Women's Club and Pilot's Club of New Orleans was installing officer.

'Night' Bow July 17

Universal - International's "Night Passage," the first Hollywood-made film production in Technicolor's new Technirama process, will have its world premiere at the Paramount Theatre in Denver on Wednesday, July 17, followed by a series of Texas pre-release openings. James Stewart and Audie Murphy, stars of the film, will make key city promotional tours in connection with the early openings of the picture and will participate in the world premiere activities.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 81, NO. 124 NEW YORK, U.S.A., THURSDAY, JUNE 27, 1957 TEN CENTS

Hearing Recesses

Will Continue SkiatronTalks, Says O'Malley

Urges Toll-TV Baseball; Stark Sees 'Frankenstein'

By J. A. OTTEN

WASHINGTON, June 26—Brook- n Dodgers president Walter O'Mal- y today , said he would pick up ubscription television negotiations ith Skiatron, Inc., again just as oon as the current Congressional aseball investigation winds up, ointing out that he had broken off egotiations earlier this year only be- ause the Congressional probe was nnounced and he did not want to arry on the negotiations "in a gold- sh bowl."

Other clubs interested in subscrip- on televising of their games are also emaining quiet now, but will take look at the situation when the in-

(*Continued on page* 7)

Radio Aid for MPAA Drive

Action was undertaken to expedite e industry's business building pro- am at a meeting held here last ight by the advertising and pub- city directors committee of the Mo- on Picture Association of America.

"Operation Movie-going," an inte- ral part of the business building cheme utilizing radio, is reported eady to be put into action. A spokes-

(*Continued on page* 8)

Nicholson Sets 2 More Abroad—Writer Present

From THE DAILY Bureau

HOLLYWOOD, June 26 — Amer- an International Pictures will pro- uce at least two more films abroad his year, president James H. Nichol- on has announced, and these will be n addition to AIP's already sched- led 24.

Back from London, on completing

(*Continued on page* 8)

PARAMOUNT'S "BEAU JAMES" (Technicolor) had its world premiere last night in high style at the Astor Theatre, New York. Above, Bob Hope, who stars in film as former New York Mayor Jimmy Walker, receives in front of theatre from incumbent Mayor Robert F. Wagner (right), key to city, as Mrs. Nan Walker Burke, sister of Walker, looks on. *(Advt.)*

Opposition in L. A. To Pay-TV Application

From THE DAILY Bureau

HOLLYWOOD, June 26.—Application by Skiatron, Inc., for a franchise to operate its pay-television system in Los Angeles, as reported Tuesday in MOTION PICTURE DAILY, ran into direct opposition yesterday when presented at a hearing held by the city's board of public utilities and transportation.

Representing the Telemeter Cor-

(*Continued on page* 7)

Haines Presides Today At WB Sales Meet

Roy Haines, Warner Bros. general sales manager, will preside over a two-day sales conference of home office distribution executives and district managers beginning today at the home office. Benjamin Kalmenson, executive vice-president, and Robert S. Taplinger, vice-president and director of advertising and public relations, also will address the meetings, at

(*Continued on page* 7)

British Prefer U. S. Films Made in U. K. To Those Produced in Hollywood: Woolf

From THE DAILY Bureau

HOLLYWOOD, June 26—A decrease in the number of American films produced and exhibited in Great Britain has improved British production earnings in England, James Woolf said in an interview at the Beverly Hills Hotel here.

The Romulus Films executive, who just completed arrangements for the second production of his two-picture deal with Columbia, said that American pictures made in England have a much better potential gross in the British commonwealth than those made in the U.S. The top grossers in England are British made films, despite the popular belief that the English are clamoring for American product, Woolf declared.

Questioned on the threat to theatre returns if major feature films become available to television in England, Woolf said he could see none, since the Kinematograph Renters Society has agreed to keep features off TV.

Hub Trial

Neighborhood Opening Plan Starts Strong

Pinanski for Continuance Of 'Modern' Film Selling

Special to THE DAILY

BOSTON, June 26 — Additional evidence that extra business is available to motion pictures when obstacles in the way of patrons interested in attending the theatre are removed, was provided by the area opening here today of Walt Disney's "Johnny Tremain," Sam Pinanski, head of American Theatres, said.

Sam Pinanski

The picture opened strong in 18 local theatres, 17 of them neighborhood houses. The 18th is American Theatres' downtown Mayflower. Seven of the neighborhood houses are American Theatres' units.

Pinanski for long has advocated

(*Continued on page* 8)

20th-Fox Trailer Edited For New 45-min. Type

Twentieth Century - Fox will soon issue a 45-minute version of its product trailer, "The Big Show," with new introductory talks by Spyros P. Skouras, president, and Buddy Adler, executive producer. Scenes from "The Young Lions," "Kiss Me Kate," "Peyton Place," "The Enemy Below" and

(*Continued on page* 8)

Television Today Page 10

PERSONAL MENTION

ALFRED E. DAFF, executive vice-president of Universal Pictures, has returned to New York from the Coast.

•

Kenneth Clark, vice-president of Motion Picture Association of America, will return to Washington today from New York.

•

Roger H. Lewis, United Artists national director of advertising-publicity, will leave here today for Washington.

•

Kenneth Hargreaves, president of Rank Film Distributors of America, and **Irving Sochin**, general sales manager, will return to New York tomorrow from the Midwest.

•

David Golding, Hecht-Hill-Lancaster advertising-publicity vice-president, will accompany **Burt Lancaster** to Washington today. They will return here tomorrow, with **Golding** leaving for the Coast next Wednesday.

•

Matthew Fox, of Skiatron, Inc., will leave here today for London via B.O.A.C.

•

B. G. **Kranze**, vice-president of Stanley Warner Cinerama, left here yesterday for Cleveland.

•

Jeff Livingston, Universal Pictures Eastern advertising manager, is in Chicago from New York.

•

Howard Strickling, M-G-M studio publicity-advertising head, returned to Hollywood last night from New York.

•

Mervyn LeRoy, producer, left the Coast by plane yesterday for Washington.

•

Morris Lefko, sales executive on Paramount's "The Ten Commandments," will return to New York today from Cincinnati.

•

Lenore Edelstein, of the 20th Century-Fox home office advertising-publicity department, will leave here today for Europe.

London Likes 'Prince'

LONDON, June 26—Film reviewers of the London papers generally hailed Warner Brothers' "The Prince and the Showgirl," which opened opened here last night at the Warner Theatre. Among the enthusiastic reviews were those appearing in the London "Evening Standard," "Evening News" and "Star."

Low Grosses Exempt In New Eady Plan

By PETER BURNUP

LONDON, June 26.—Theatres with exceptionally small average grosses will be exempt from payment to the British Film Production Fund, popularly known as the Eady levy, under new provisions to take effect October 20. Details of the new statutory levy, announced today by the Board of Trade, follow closely those of the voluntary levy now in effect.

The new scale requires payments ranging from one farthing per seat to one penny and three farthings per seat, according to admission price. Thus nine penny seats are totally exempt, one shilling three pence seats cost the exhibitor one farthing, with the scale progressively rising until the two shilling nine penny seats cost the exhibitor the maximum levy of one penny three farthings.

It is estimated the levy will yield £3,750,000 in the first year, representing an increase of roughly £1,000,000 over this year's voluntary levy.

Payments will continue to be made out of the fund to British producers at a rate proportionate to their box office earnings.

Giant 'Proud' Manual To Editors, Exhibitors

A giant feature manual for Stanley Kramer's "The Pride and the Passion," containing 160 pages of editorial material plus a set of 11 by 14 stills, is being distributed by United Artists this week to 2,000 editors and exhibitors. The manual was prepared under the supervision of UA publicity manager Mort Nathanson.

It contains a tab index listing 31 categories of production stories, byliners, features, column items, biographies and fillers. The material is especially aimed at such diverse editorial markets as art, books, dance, fashions, financial, food, furnishings, music, photography, religion, science, sports and travel.

MPRF Reelects Bagnall

HOLLYWOOD, June 26. – George Bagnall last night was reelected president of the Motion Picture Relief Fund at its annual meeting. Also elected were: Albert B. Hilton, Otto Kruger, Sol Lesser and Valentine Davies, vice-presidents, and E. L. de Patie, treasurer. Wilma Bashor was reelected executive director.

'Sweet' Bows Today

Hecht, Hill and Lancaster's "Sweet Smell of Success" will have its world premiere here today at Loew's State Theatre. It is a United Artists release.

Polish Officials Finish Screening MPEA Films

Polish officials have screened most of the films provided by MPEA members, it was announced here yesterday at the MPEA board of directors meeting. It is hoped that a working agreement can be reached with Poland, following favorable action from the United States Information Agency regarding a currency conversion plan.

In Chile, it was revealed, the government has lifted controls on the price of admissions effective June 21. Furthermore, a 25 per cent increase in admission prices has been authorized as of July 1.

The foreign group also learned yesterday that in Greece the Supreme State Council has declared invalid a decree of last October which had effected a control on admission prices. It is not known whether price adjustments will occur immediately.

Wage Hikes in Colombia

A government decree in Colombia, it was pointed out, has raised the salary of workers effective July 1. Wage hikes will amount to 15 per cent on salaries under 400 pesos and 10 per cent on salaries ranging between 400 and 1,000 pesos.

The Philippines' situation was also discussed at the MPEA meeting. By the time Leo Hochstetter, MPEA's Far Eastern representative, returns at the end of the month, it is hoped some settlement will have been reached, thus ending the threat of an authorized Philippine embargo.

Topics on the MPEA agenda not brought up yesterday will be carried over to next week's meeting.

Goldwyn-FWC Trust Suit Trial Set for July 10

Special to THE DAILY

SAN FRANCISCO June 26.—Start of trial of the Samuel Goldwyn Prods.' anti-trust suit against Fox West Coast Theatres and distribution companies is now scheduled for July 10 in Federal District court here. Often postponed, it still is uncertain whether the trial actually will get under way on the day scheduled. However, James A. Mulvey, president of Samuel Goldwyn Prods., is scheduled to leave New York on Friday for the Coast and will be here for conferences with Goldwyn attorneys in advance of the trial date.

Northwest Meet July 25

SEATTLE, June 26 – The annual convention of Theatre Owners of Washington, Northern Idaho and Alaska will be held at the New Washington Hotel here on July 25. Two principal topics on the agenda will be the elimination of admission taxes and opposition to daylight saving.

MPA, Most Companies To Be Closed July 5

The offices of the Motion Pictur Association of America, together wit most of its member companies, wil remain closed on Friday, July 5 following the July 4 holiday, according to a check of home office yesterday. Closing will be Allied Artists, Columbia, M-G-M, Paramount RKO Radio, 20th Century Fox United Artists and Warner Brothers

No decision has been reached a yet about closing by Republic an Universal.

Mayor Wagner, Hope at 'Beau James' Opening

Mayor Wagner and Bob Hop turned out with several thousand ol admirers of former Mayor James J Walker and modern movie fans fo the opening of "Beau James" at th Astor Theatre last night. Hope ha the title role.

An estimated $35,000 was raise from the premiere and a suppe party at the Sheraton Astor whic followed. Tickets were sold for $2 and $50 each. The funds were turne over to Mayor Wagner's Committe on Scholastic Achievement whic provides scholarships for students i New York schools.

Among those present were Mrs Nan Walker Burke, sister of Mayo Walker, with other members of th family, and Paul Douglas and Darre McGavin, both of whom are starre in the film, and Mel Shavelson, th director.

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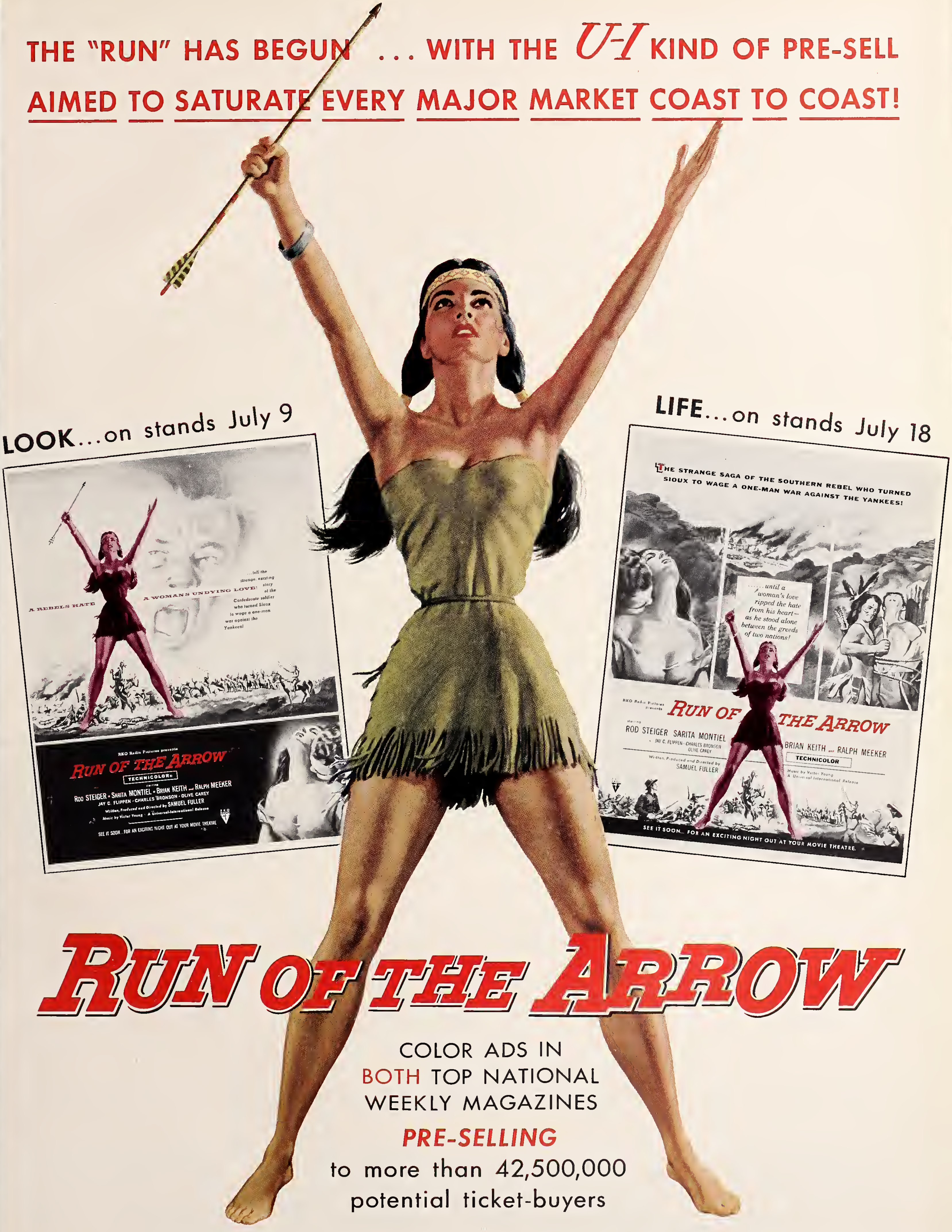
THE "RUN" HAS BEGUN ... WITH THE U-I KIND OF PRE-SELL AIMED TO SATURATE EVERY MAJOR MARKET COAST TO COAST!



LOOK...on stands July 9

A REBELS HATE

A WOMANS UNDYING LOVE!

...tell the strange, exciting story of the Confederate soldier who turned Sioux to wage a one-man war against the Yankees!

RKO Radio Pictures presents
RUN OF THE ARROW
TECHNICOLOR®
starring
ROD STEIGER · SARITA MONTIEL · BRIAN KEITH and RALPH MEEKER
JAY C. FLIPPEN · CHARLES BRONSON · OLIVE CAREY
Written, Produced and Directed by SAMUEL FULLER
Music by Victor Young · A Universal-International Release

SEE IT SOON...FOR AN EXCITING NIGHT OUT AT YOUR MOVIE THEATRE

LIFE...on stands July 18

THE STRANGE SAGA OF THE SOUTHERN REBEL WHO TURNED SIOUX TO WAGE A ONE-MAN WAR AGAINST THE YANKEES!

......until a woman's love ripped the hate from his heart—as he stood alone between the greeds of two nations!

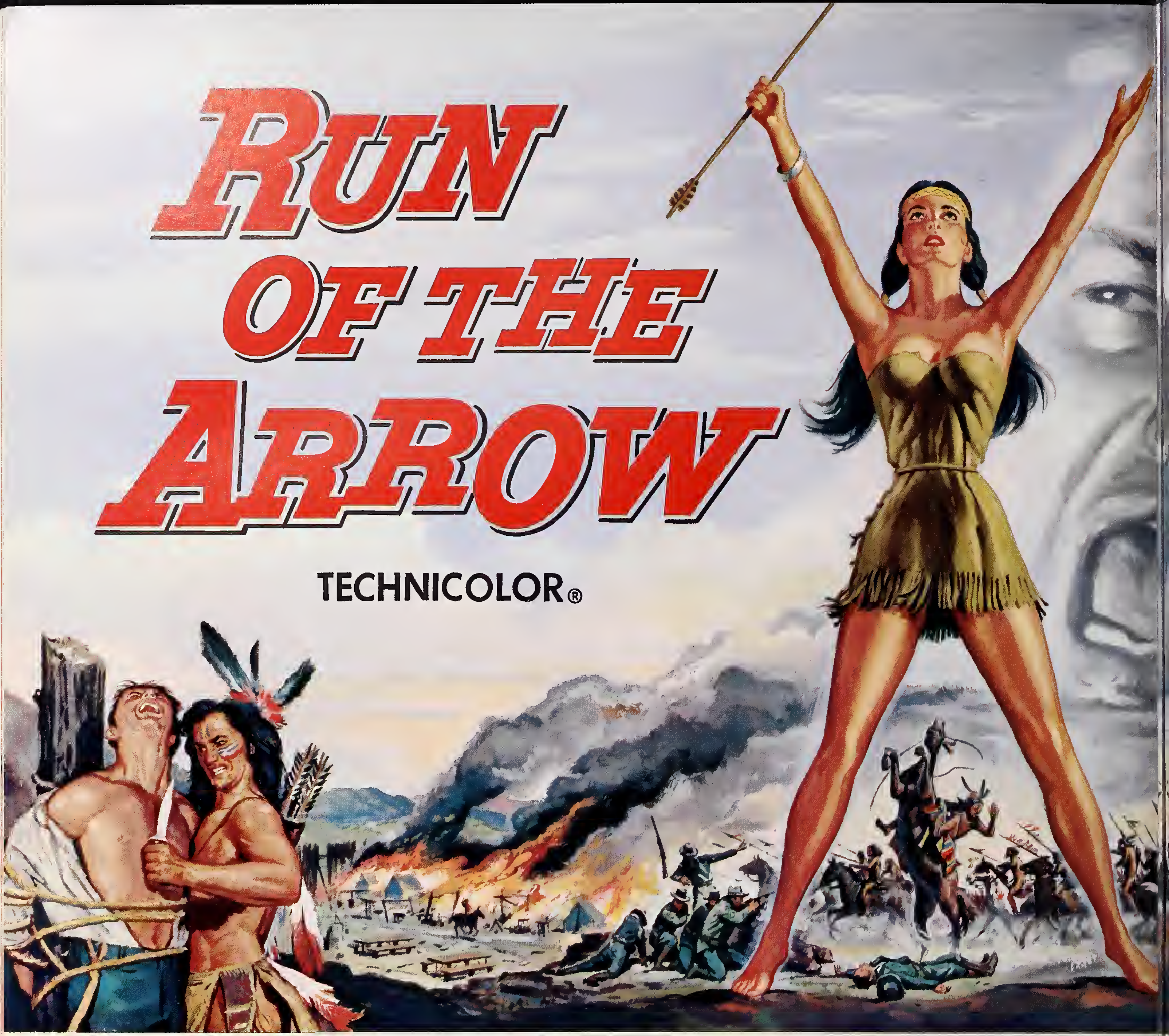
RKO Radio Pictures presents
RUN OF THE ARROW
starring
ROD STEIGER SARITA MONTIEL
JAY C. FLIPPEN · CHARLES BRONSON
OLIVE CAREY
BRIAN KEITH and RALPH MEEKER
TECHNICOLOR
Written, Produced and Directed by
SAMUEL FULLER
Music by Victor Young
A Universal-International Release

SEE IT SOON... FOR AN EXCITING NIGHT OUT AT YOUR MOVIE THEATRE.

RUN OF THE ARROW

COLOR ADS IN
BOTH TOP NATIONAL
WEEKLY MAGAZINES
PRE-SELLING
to more than 42,500,000
potential ticket-buyers

...AND THIS IS ONLY THE BEGINNING!


RUN OF THE ARROW
TECHNICOLOR®

AN RKO RADIO PICTURE

RKO
RADIO
PICTURES

A FULL-SCALE NATION-WIDE 24

on the highways and byways across the land...84

PRE-SELL SHOW-SHOPPING

STARRING
ROD STEIGER
SARITA MONTIEL
BRIAN KEITH and
RALPH MEEKER with
JAY C. FLIPPEN
CHARLES BRONSON
OLIVE CAREY
Written, Produced and Directed by
SAMUEL FULLER

A UNIVERSAL - INTERNATIONAL RELEASE

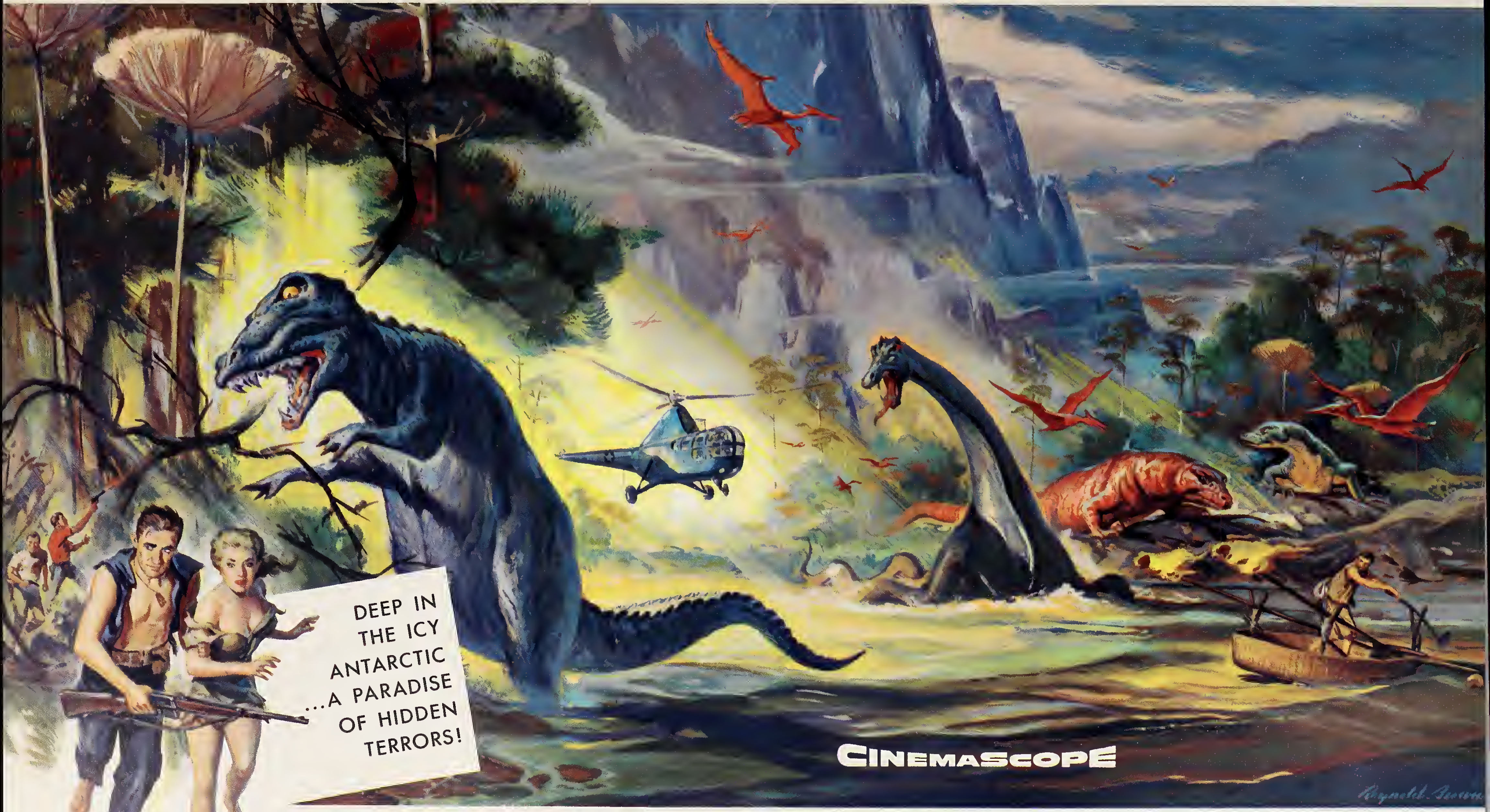
–SHEET BILLBOARD CAMPAIGN

ommunities...covering 69 major markets...aimed to

MILLIONS DURING JULY and AUGUST!

LITHO IN U. S. A.

...and MORE SHOWMANSHIP DYNAMITE FROM U-I!


DEEP IN THE ICY ANTARCTIC ...A PARADISE OF HIDDEN TERRORS!
CINEMASCOPE
Reynold Brown

Universal International ®

The Land Unknown

Starring
JOCK MAHONEY · SHAWN SMITH · WILLIAM REYNOLDS with HENRY BRANDON · PHIL HARVEY · DOUGLAS KENNEDY · DIRECTED BY VIRGIL VOGEL · SCREENPLAY BY LASZLO GOROG · PRODUCED BY WILLIAM ALLAND · A UNIVERSAL-INTERNATIONAL PICTURE

Keyed to meet the Big Vacation-time demand for EXCITING ENTERTAINMENT!

PEOPLE

Burt Lancaster, who stars in Hecht, Hill and Lancaster's "Sweet Smell of Success," will be guest of honor in Washington today at a press showing of the United Artists release. The event will be sponsored by the Motion Picture Association of America.

□

Andre Gebstaedt, former advertising manager for Republic Pictures, has been named assistant advertising manager for Rank Film Distributors of America.

□

Nathan B. Spingold, a vice-president of Columbia Pictures, has been elected a Fellow of Brandies University, Waltham, Mass.

□

Ruth Pologe, formerly with Arthur Jacobs Co., has been named publicity assistant to **Steve Edwards,** advertising and publicity manager of Rank Film Distributors of America. She will handle magazine relations.

□

Clement W. MacKay, who joined Roy S. Durstine, Inc., in 1954 as vice-president in charge of marketing and research, has been appointed executive vice-president of the agency.

□

Elmer Pickard, former manager of the Orpheum Theatre. Stanley Warner house in Philadelphia, has been named manager of the circuit's first-run Mastbaum Theatre in that city. He succeeds **Larry Graver,** who becomes manager of the Lane, the S-W art film house.

□

Erwin Feldman, attorney, has been retained by the New York Film Directors Organizing Committee to assist in the completion of its organizational activities and in its coming negotiations with film producers.

□

Lou Colantuono, former manager of the Arcadia Theatre, Philadelphia, has been named advertising and publicity director of the **Melvin J. Fox** interests in that city.

Albany Industry Plans Rogers Hospital Drive

Special to THE DAILY

ALBANY, N. Y., June 26. – Exhibitors and distributors in this area will meet on Monday in the screening room of 20th Century-Fox to organize the combined audience collection drive and Christmas Salute for the Will Rogers Memorial Hospital.

Daniel R. Houlihan, Paramount manager and area distributor chairman, sent the letter of invitation following his return from his visit to the hospital over the last weekend.

O'Malley, Stark Heard, Pro and Con Pay-TV

(*Continued from page* 1)

vestigation ends, O'Malley predicted. He testified as a House judiciary subcommittee recessed until July 10 or later its investigation of the anti-trust status of baseball and other sports. New York Giants president Horace Stoneham was slated to testify today but didn't get a chance to testify and will return then. He has been mentioned as also being involved in toll TV negotiations.

Before O'Malley's testimony, the subcommittee heard New York City Council president Abe Stark call on Congress to investigate "the unholy alliance between the baseball barons and pay television forces."

Recalls 1956 Warning

Stark, a longtime opponent of toll television, renewed his attack on pay TV, citing it as a major factor in the proposed shift of the Dodgers and Giants to the West Coast. He recalled that in April, 1956, he had warned the Senate Commerce Committee that pay TV proponents were planning to destroy free public viewing of sports, plays, films and other forms of entertainment.

"Well, that threat is now upon us," he said. "The prospect of easy money and windfall profits from toll TV seems to motivate the entire scheme to transfer the Dodgers and Giants to the Pacific coast.

"Our problem is not a baseball trust alone, but a more powerful trust–pay television–which is trying to gain respectability by the back door."

Stark charged that pay TV is a "Frankenstein Monster" which would reach agreements with other Major League clubs in due course and would ultimately black out every sport and other entertainment. "Pay television offers the public nothing new in regular baseball or World Series viewing except a bill at the end of the month," he asserted.

Unless Congress protects the public, Stark said, "we may all wake up one morning to find that the American people will be paying for the privilege of watching their own television sets." Under present free TV, he argued, Major League baseball can be seen in the home without any cost to the public. He estimated private sponsors would spend $32,000,000 this year to broadcast ball games.

Long in Favor, Says O'Malley

O'Malley told the subcommittee he had long been an advocate of subscription television and thus was readily interested when Skiatron approached him in February and said it was ready to talk about televising Dodger games.

He said he attempted to work out a pilot contract that could be applied to all the clubs, and that several drafts had been worked out when the judiciary subcommittee hearings were announced. He then gave up the work, he said, "because I preferred not to conduct my negotiations in a goldfish bowl."

Asked whether he would resume negotiations at any time, O'Malley replied, "Just as soon as I think you are through with me, I am going to get right back at them." He said he had discussed the toll TV possibility with other National League clubs, and while "one or two" were skeptical, the others were interested and were looking into it when the House hearings were announced.

Asked whether the other clubs were still studying toll TV, he replied, "no one is even mentioning the word until these hearings are concluded."

O'Malley said the contract drafts with Skiatron involved Dodgers games in Brooklyn, but the contract could easily be switched to Los Angeles, if the Dodgers moved there. Since both Los Angeles and New York were good television cities, he said, the Skiatron negotiations were not an important element in the Dodger decision to consider moving.

Discusses Possible Fees

O'Malley said he thought the fee charged subscribers to the toll TV games would be about $1 a game, though he personally favored about 50 cents. He said the ball club would get one-third of this, with 25 per cent of that amount going to the visiting club. The Dodgers take from toll TV, he estimated would be about double the $450,000 they now get from New York broadcasting rights to their home games.

O'Malley said he did not know whether the Federal Communications Commission would have to approve the arrangements. Chairman Emanuel Celler (D., N.Y.) said he did not think FCC approval would be required if the toll TV set-up used wire and did not cross state lines.

Pay-TV Bid

(*Continued from page* 1)

poration, attorney Mendel B. Silberberg told the board, "I think there should be a thorough investigation of the financial responsibility, character and technical advances of any applicant." The board scheduled another hearing for July 2.

Skiatron vice-president Jerome L. Doff revealed, in his presentation, that the Skiatron proposal includes giving the city five hours weekly for educational and informational programs, plus one per cent of the gross receipts.

Silberberg told the board Telemeter has refrained from seeking a franchise so far, although conducting tests daily since 1951, "because of many details yet to be ironed out." But, he added, "if changes are made in the proposed agreement, Telemeter may want to bid on it, too."

City Official Approved

T. M. Cubb, general manager of the public utilities department, recommended that a closed-circuit system franchise be worked out and offered for sale.

Doff told board, when questioned as to the cost of installing a closed-circuit system, it would cost "tens of millions." When pressed as to whether Skiatron officials know for sure that the Brooklyn Dodgers will be moved to Los Angeles, which reportedly is a basic factor in Skiatron planning, Doff said, "I can only say that our company has had discussions with the Dodgers."

'58 Mississippi Meet To Be in Biloxi

Special to THE DAILY

EDGEWATER PARK, Miss., June 26–The Mississippi Theatre Owners Association will have its 1958 convention at Biloxi, at the Buena Vista Hotel on dates to be decided later, it was announced here at the conclusion of the group's 16th annual three-day meeting yesterday .

Election of officers was held yesterday with John Williams renamed as president at the final session. Also re-elected as vice-presidents were B. F. Jackson, Stan Taylor, Tom Garraway; secretary-treasurer, George Davis; and chairman of the board, Teddy Solomon.

New directors elected were Louis Alford, Ad Orkin, A. L. Royal, Jr., and Lavon Ezell.

A highlight of panel discussions was one on the cable theatre.

WB Meeting

(*Continued from page* 1)

which the company's releases from now through the end of the summer will be discussed.

The films include "The Prince and the Showgirl," "Band of Angels," "The Pajama Game," "The Rising of the Moon," "The James Dean Story," "The Curse of Frankenstein," and "X the Unknown."

District managers who will attend the meetings are Norman J. Ayers, Eastern, with headquarters in New York; Robert Smeltzer, Washington, D. C.; William G. Mansell, Central, Philadelphia; Ernest Sands, Midwest, Chicago; Hall Walsh, South Prairie, St. Louis; Grover Livingston, Southeast, Atlanta; Ed Williamson, Southwest, Dallas; Fred Greenberg, West Coast, Los Angeles; and Haskell M. Masters, Canada, Toronto.

Special 'Rain' Showing

The New York Police Department Narcotics Bureau, the largest municipal agency of its kind in the United States, will attend a special showing of 20th Century-Fox's "A Hatful of Rain" Friday night at the film company's home office.

Radio Drive

(*Continued from page* 1)

campaign will be launched on July 1 in two test cities, Denver and Rochester. As many as 1,500 spots may be slotted for Denver and over 900 for Rochester. In both cities local merchants will be urged to support the campaign on the strength that increased theatre traffic will result in increased retail business traffic in general.

The advertising and publicity directors committee is looking forward to the possibility of establishing the survey to check results prior, during and after the campaign is set into motion.

'Jubilee' Considered

The MPAA committee is looking also into the possibility of holding a major jubilee celebration in Hollywood this fall. If such a plan is effected, it will be implemented under the supervision and direction of the West Coast studio publicity directors who suggested the idea.

It was learned that Abe Montague, chairman of the MPAA exhibitor committee, is slated to appear before the MPAA board of directors in the near future to give the exhibitors' views for incorporation of an institutional campaign into the business building program.

The MPAA committee discussed the selection of East and West Coast advertising and publicity coordinators. The title chosen for the post is "executive coordinator for the advertising and publicity committee." No further action, however, in this matter was undertaken at last night's meeting.

Nicholson Sets

(*Continued from page* 1)

"Cat Girl," filmed in cooperation with Anglo-Amalgamated Film Distributors, Nicholson said all future films produced abroad will be made, as this one was, with an American writer present. Lou Rusoff, who wrote "Cat Girl," served also as co-producer.

Nicholson said the AIP policy governing the presence of writers at production sites is based on results obtained by studying box-office returns from American exhibition of 25 recent productions made abroad "without benefit of American savvy."

He said, "none of the list studied brought any box office benefits to the average exhibitor in the United States. Unless the picture is made with the American public in mind, its chances of success here are very slim."

Japan Film to President

HOLLYWOOD, June 26 — Japanese Ambassador Nasayuki will present a print of "Onsen," documentary feature filmed in Japan by American producer Steve Parker, to President Eisenhower this week as the film chosen by the Japanese Government as the "finest example of international cooperation in film making."

FEATURE REVIEWS

Two Grooms for A Bride

Eros Films—20th-Fox

This picture features John Carroll as a philandering Texas oil millionaire, and Virginia Bruce, as a reluctant spinster, waiting out her engagement to a British scientist, and endowed with her own degree as a doctor in entomology. Both are good in their roles, and the supporting British cast is fully competent, including the four precocious children, who provide the comedy situations — and solutions—in the plot.

Although the picture was made in England, it has little of the charm of English settings that are typical of a majority of films from London studios. Production value is generally below standard, with bad lighting a frequent fault, and studio settings are merely adequate.

In the story, the four riot-bent kids take over when their parents are reported lost on an expedition in Africa, and the English barrister sends for the two next-of-kin, the Texas millionaire brother and the scientist sister, who are in-laws. They are told they can assume the guardianship of the small fry. But the youngsters have their own ideas, and they provide a hazing session to try out the quality of their pseudo-parents. Prying neighboors, always eager for gossip, put in a complaint that a bachelor and a spinster shouldn't be living together with four young children as their wards, so the law firm issues an ultimatum that the children will be assigned to whichever of the two is first to be married, and thus make the matter acceptable to the nosy neighbors.

Running time, 73 minutes. General classification. Release, in June.

WALTER BROOKS

X the Unknown

Hammer—Warner

HOLLYWOOD, June 26

Dean Jagger's is the single name of American marquee meaning in this British-made feature dealing with nuclear matters beyond the understanding of most theatregoers and, for most of the distance, the understanding of the fictional scientist portrayed by Jagger. Players whose names doubtless carry weight in other areas—Edward Chapman, Leo McKern, William Lucas, Peter Hammond—round out a capable cast, engaged in playing out a story about death-dealing forces, police, military, laboratory apparatus and theoretical deduction. There is no romance, and the appeal is entirely to the science-fiction fans.

In the story and screenplay by Jimmy Sangster, Jagger appears as a venturesome scientist in government employ who undertakes to detect and defeat an unknown force, similar to atomic energy, which has opened a vast fissure in a neighboring plain, killing people who venture near it. As time passes, the force increases its destructive range, penetrating all manner of obstacles to reach the quarry, which is any and all fissionable matter. Finally the audience is permitted to see the unknown force—a flow of atomic mud—and ultimately the scientist devises a method of de-energizing it, thus saving the city and presumably the world. Plausibility is given quite a workout before the end comes.

It is a Hammer Film Production, produced by Anthony Hinds and directed by Leslie Norman.

Running time, 80 minutes. General classification. Release, not set.

WILLIAM R. WEAVER

Production Unaffected By Living Cost Rise

From THE DAILY Bureau

HOLLYWOOD, June 26 — Although the Hollywood cost of living index for May topped the nation's average substantially, according to the Bureau of Labor Statistics, the cost of production was not directly increased by the ninth consecutive monthly advance in the national index, MOTION PICTURE DAILY learned by checking guilds and unions today.

The explanation is that no present contracts with production unions, all of which are AFL, contain escalator clauses. Attempts by certain locals to obtain such clauses back in the 1946-47 period, when the conference of studio unions undertook to introduce this and other changes in prevailing practice, were defeated by all three producer associations.

The Los Angeles cost-of-living index for May is 120.8 of 1947-49 average. The national index is 119.6.

Set Multiple Openings For Rank Double Bill

Rank Film Distributors of America will hold multiple openings of its double bill program of "Checkpoint" and "Black Tent" in 10 U.S. cities, following a successful U.S. premiere engagement in Southern California in 12 theatres, Irving Sochin, general sales manager, announced yesterday.

Open in Denver on July 10

Both pictures will open in the Denver territory starting on July 10 for a week's engagement in eight theatres; eight theatres in the Salt Lake City area commencing July 16, and 15 theatres in the Providence territory starting July 19. Sochin said that tentative playdates for late July and early August have been set in nine Buffalo houses; 10 theatres in the Indianapolis area; 20 theatres in multiple runs around Pittsburgh; 12 houses in the Cincinnati exchange area, and theatres in and surrounding Seattle, Tacoma and Spokane.

Neighborhood

(*Continued from page* 1)

changes in film marketing practice which would make it easier for prospective patrons to attend the theatre. He points to the modern shopping center merchandising methods which have made it easy for customers of large downtown department stores to patronize branch operations without the expenditures of time, energy and money required to make a shopping trip into the heart of the city from new growth areas in the outlying neighborhoods and suburbs.

Detroit Case Cited

Pinanski contends that if theatres are to get a share of this modern trade it must be on the basis of the patrons' convenience. In other words, the first run films must be made available to outlying theatres simultaneously with the downtown run. In each of several instances of late in which such bookings have been attempted, here as well as elsewhere, boxoffice results have tended to support Pinanski's argument. One was Allied Artists' "Friendly Persuasion" policy in Detroit.

Results with the "Johnny Tremain" booking here on opening day indicate that not only is outlying business aided vitally but downtown attendance is not noticeably affected. Matinee business was described as "sensational."

Another test of the idea will take place July 17 when Paramount mass-circulates the Elvis Presley starrer, "Loving You," throughout neighborhood areas, first run. Universal, too, is currently meeting success in Chicago with its version of the plan under which "Joe Butterfly" and "Kelly and Me" go to 21 neighborhood theatres first.

Some Stores Closed

Pinanski cited the closing of large downtown department stores here, pointing out that outlying branches in shopping centers are now prospering.

He looks for a sizeable increase in theatre attendance here soon following the closing of schools this week, good, strong product in view and new enthusiasm being generated by plans for the industry's business building program.

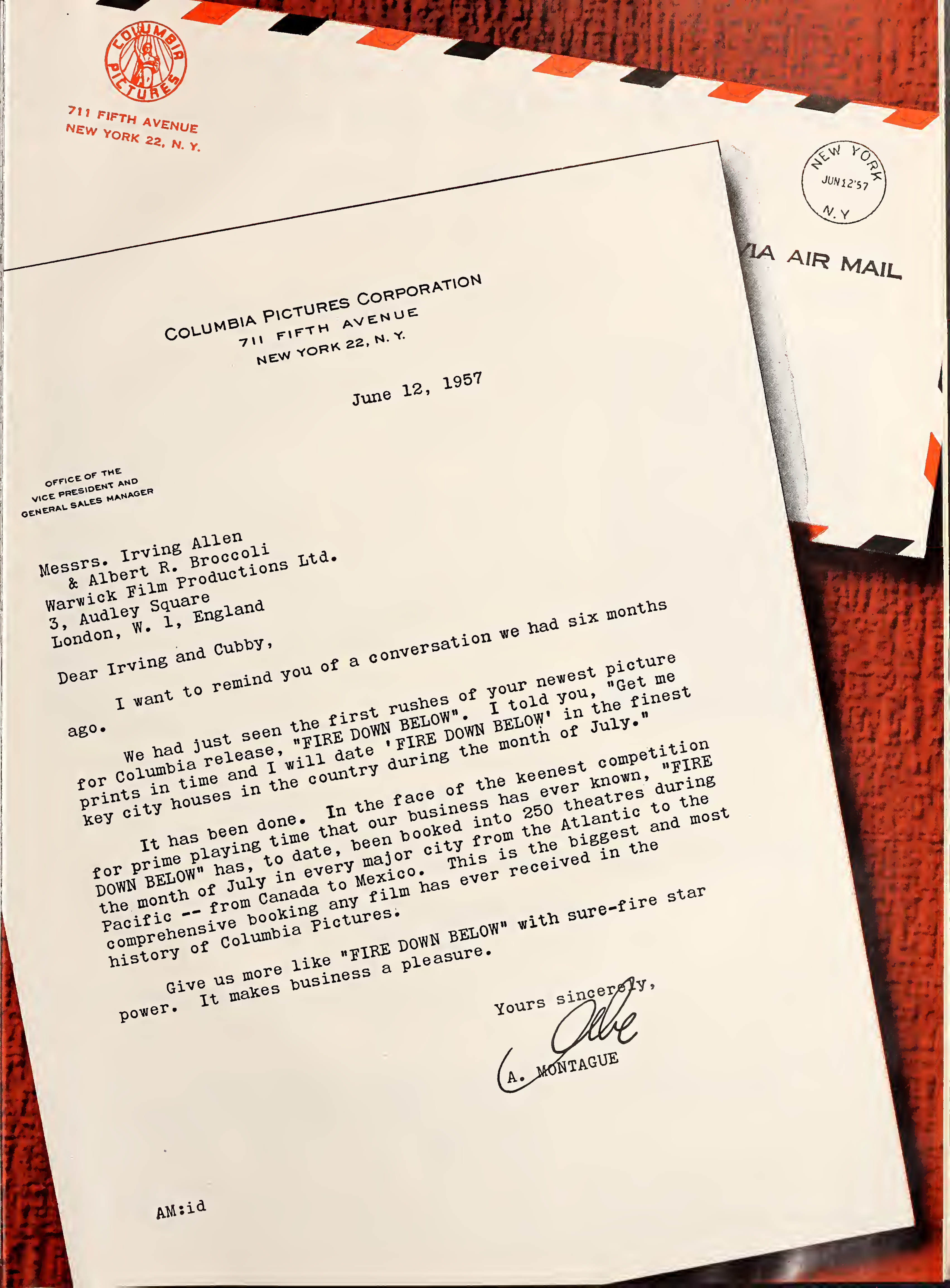
"If they get the show on the road promptly and just don't wait until blood has been spilled, like the closing of three of our leading department stores here, we're likely to see some real progress soon," Pinanski observed.

20th-Fox Trailer

(*Continued from page* 1)

"No Down Payment," which were not available for the first presentation of the film, have been added.

The new edition is designed for presentation in theatres. In addition to boosting the product lineup, the talent development program will be included for several newcomers. Detailed plans for the showings are now being worked out.



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June 12, 1957

OFFICE OF THE
VICE PRESIDENT AND
GENERAL SALES MANAGER

Messrs. Irving Allen
& Albert R. Broccoli
Warwick Film Productions Ltd.
3, Audley Square
London, W. 1, England

Dear Irving and Cubby,

I want to remind you of a conversation we had six months ago.

We had just seen the first rushes of your newest picture for Columbia release, "FIRE DOWN BELOW". I told you, "Get me prints in time and I will date 'FIRE DOWN BELOW' in the finest key city houses in the country during the month of July."

It has been done. In the face of the keenest competition for prime playing time that our business has ever known, "FIRE DOWN BELOW" has, to date, been booked into 250 theatres during the month of July in every major city from the Atlantic to the Pacific -- from Canada to Mexico. This is the biggest and most comprehensive booking any film has ever received in the history of Columbia Pictures.

Give us more like "FIRE DOWN BELOW" with sure-fire star power. It makes business a pleasure.

Yours sincerely,

Abe

A. MONTAGUE

AM:id

Television Today

Who's Where

The elections of **H. Weller Keever** and **Robert Cinader** as vice-presidents of California National Productions announced by **Robert D. Levitt**, president of the television film producing and distributing company.

☐

Appointment of **Douglas A. Anello** as chief attorney for the National Association of Radio and Television Broadcasters, effective July 1, has been announced by NARTB president **Harold E. Fellows.**

☐

Robert L. Patrick, has been named secretary-manager of the Georgia Association of Broadcasters which has its headquarters at the Henry Grady School of Journalism, University of Georgia, Athens, Ga., where he will also have staff duties.

☐

Richard D. Buckley, vice-president in charge of programming and sales for the DuMont Broadcasting Corp., has announced the appointment of **Albert S. Goustin** to the post of television sales manager for the company.

Guild Films' Earnings $452,382 In 6 Months

Earnings of Guild Films Co., Inc., totalled $452,382.89 before taxes for the six-month period ending May 31, marking an increase of more than 500 per cent over the earnings of the similar six-month period of fiscal 1956, it is reported by George DeMartini, vice-president and treasurer.

Now Has 26 Shows

The company, which produces and distributes film television programs, expanded operations during the past month by contracting for the production of two new series, "The Michaels in Africa" and "Light of the World." With the addition of these two, Guild now has 26 TV shows under its aegis.

Georgia Gibbs to Star

Georgia Gibbs, RCA Victor recording star and nightclub singer, will start a program to be titled "Georgia Gibbs' Million Record Show" Monday, July 1 (NBC-TV, 7:30-7:45 P.M., EDT). The quarter-hour program, which will be seen every Monday evening through Sept. 2, will feature each week two songs that have sold over a million records.

Park, Milford, Mills Form New Company

Announcement of a new company to produce and develop television and motion picture properties for networks and advertising agencies was made yesterday by Ben Park, director of public affairs for the National Broadcasting Company; Ted Mills, executive producer at NBC, and Gene Milford, motion picture editor and director.

Effective July 31

Both Park and Mills will leave their posts at NBC on July 31, and Milford will resign his position as president of MKR Productions to form the new company. Under the name Mills-Milford-Park, the firm will specialize in the creation and production of major one-shot television programs, and limited series for television as well as feature motion pictures.

Slate 'Big Beat'

"The Big Beat," a new 'live' musical series designed to mirror the popular musical tastes of America as reflected by record sales, will make its debut on the ABC-TV Network Friday, July 12, 10-10:30 P.M., EDT. Alan Freed, who conducted the network's recent pair of special musical shows, under the title of "The Rock 'n' Roll Revue," also will emcee "The Big Beat."

John Doerfer FCC Chairman

From THE DAILY Bureau

WASHINGTON, June 26. – President Eisenhower is designating Federal Communications Commissioner John C. Doerfer as the new chairman of the Federal Communications Commission, effective Monday.

White House press secretary James Hagerty announced this today, along with the official announcement of the long-known fact that chairman George McConnaughey would retire then. Hagerty did not indicate whom Eisenhower would name to fill the vacancy on the commission.

Member Since 1953

Doerfer has been an FCC member since 1953 and before that was a member of the Wisconsin Public Service Commission. He has generally been counted as friendly to toll TV.

McConnaughey wrote the President he was retiring for "personal considerations." The President thanked him for "able and distinguished service."

Eastman to Sponsor

The Eastman Kodak Co. will sponsor "The Ed Sullivan Show" on alternate weeks beginning Sunday, Oct. 6, over the CBS Television Network (8:00-9:00 P.M., EDT).

MILLETTE ALEXANDER • JIMMY CANNON • GLORIA CASE • FREDRIC A. CARR • GIL CHRISTY
LYNN DOLLAR • GEORGE FEYER • VIRGINIA GRAHAM • PAT HERNON • JUDY JOHNSON
JOANNE JORDAN • WALTER KIERNAN • KIT KINNE • SHARI LEWIS • MORT LINDSEY
LEONARD LYONS • SYLVIA LYONS • MARY MARGARET McBRIDE • ELOISE McELHONE
BILL MALONE • CAROLINE O'CONNOR • LAN O'KUN • SARAH PALFREY • BUD PALMER
HORACE SUTTON • BENN SQUIRES • JEAN SULLIVAN • MARIA TALLCHIEF • KAY THOMPSON
• HARRIET VAN HORNE • PATRICIA WHEEL • BOB WILLIAMS

TV WRITERS: BILL BARR • JUDY BUBLICK • MORT LEWIS

PERSONAL REPRESENTATIVE: **LESTER LEWIS ASSOCIATES**
11 EAST 48 STREET, NEW YORK 17, NEW YORK
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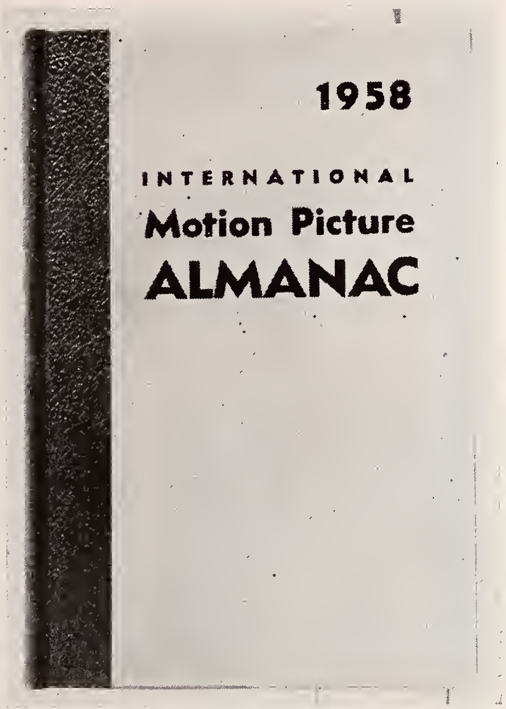
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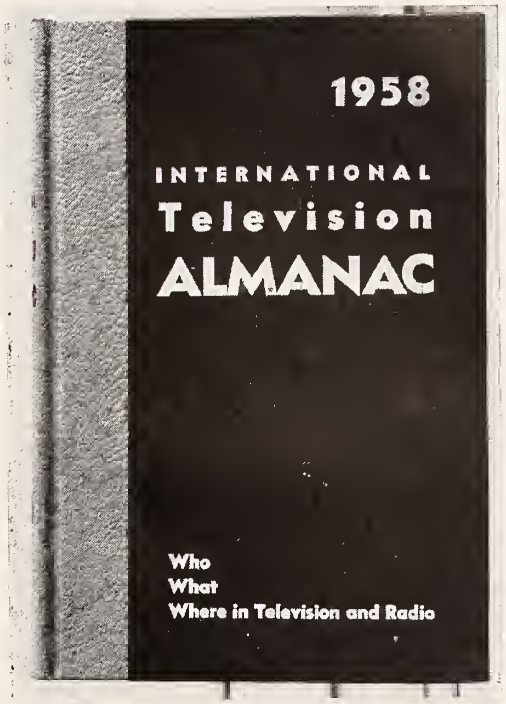
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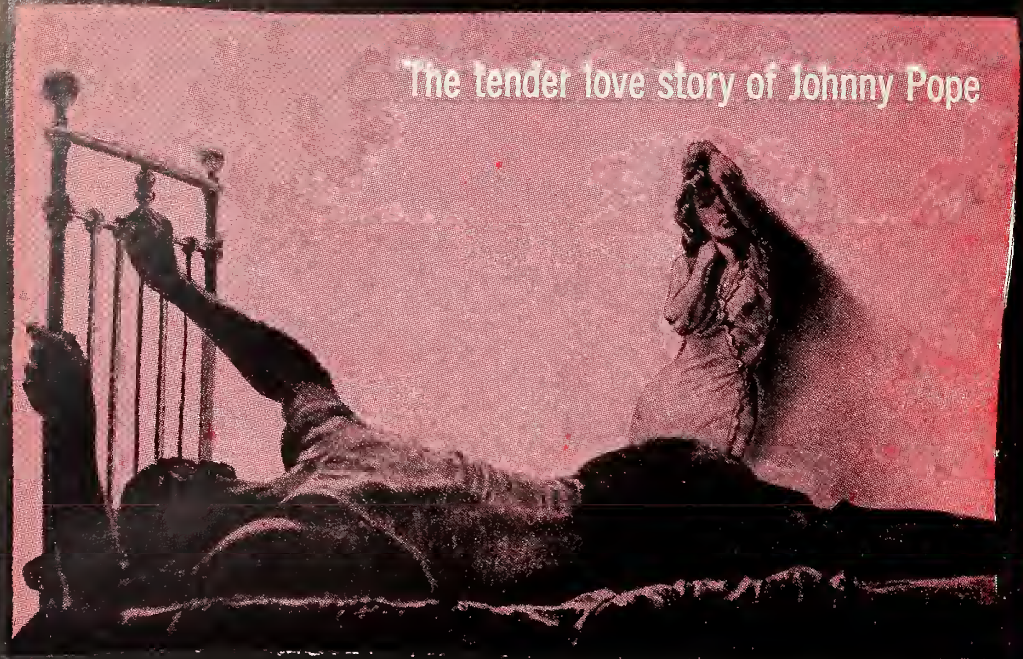

The tender love story of Johnny Pope

husband, brother,
father to be...
A handful of medals
made him
a hero.
A heartful of longing
made her love him.
A 'hatful of rain'
made him
a man to fear...
or love
even more!

20th Century-Fox presents

A HATFUL OF RAIN

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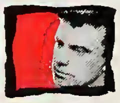

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Soon... at leading theatres... from 20th!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 81, NO. 125 NEW YORK, U.S.A., FRIDAY, JUNE 28, 1957 TEN CENTS

EDITORIAL

An Institutional Theatre Campaign

By Sherwin Kane

COMPO and Theatre Owners of America have approved the inclusion in the industry's business building campaign of an institutional effort on behalf of theatres.

The Motion Picture Association is not averse but is inclined to place less emphasis upon the institutional program. Dissatisfied with sample advertising copy submitted to it earlier, the MPA committee feels an institutional campaign should wait upon the completion, probably next fall, of the research study now under way, which may provide valuable new ammunition for institutional copy.

•

Thus, while there appears to be no basic disagreement on the subject, it certainly looms as of greater importance to exhibition than to distribution. Ernest Stellings, TOA president, said if the institutional campaign was not a part of the industry business building program, he could not recommend TOA's participation in the program at all.

That all branches of the industry, as well as exhibition, could profit from an institutional theatre campaign properly conducted in conjunction with the business building drive, appears obvious.

No one will deny that movie-going no longer is a habit with the public. Theatre attendance for some years has been the result of a selective or impulsive decision, in the main.

•

Old forces and attractions that once lured the solid core of theatre patronage to the boxoffice with every program change no longer prevail. Even though a luxurious atmosphere, comfortable furnishings, modern equipment and courteous service still are essential to the successful theatre, no longer are they rare enough to attract substantial, steady patronage on their own, as they once did.

Most homes are comfortable, pleasant places today; many are air conditioned. Things that once made the fine theatre unique, are commonly available to the public today.

The theatre is in need of an institutional campaign, a campaign that will implant in the public mind the idea that it is the best, if not the

(*Continued on page* 2)

FCC Reply on Authority to Okay Toll TV 'Unsatisfactory': Harris

By J. A. OTTEN

WASHINGTON, June 27—House Commerce Committee Chairman Harris (D., Ark.) said the Federal Communications Commission has given him an "extremely unsatisfactory" answer to his request for information supporting the FCC's belief it has legal authority to okay toll television.

Harris said he was sending the commission a new letter demanding a more detailed official answer.

Some weeks ago, Harris asked the FCC a series of questions about toll TV, including whether the commission felt it had legal authority to okay the new service. The commis-

(*Continued on page* 3)

See Wobber in New Post for Skouras

Special to THE DAILY

Herman Wobber

SAN FRANCISCO, June 27 – Herman Wobber, veteran of 50 years in the motion picture industry, indicated at a testimonial luncheon here yesterday that he will take a special post as world representative of Spyros Skouras, president of 20th Century - Fox. Previously it had been announced that Wobber, who will be 78 in a few days, would retire.

More than 500 industry leaders attended the luncheon, which was sponsored by the Variety Club. Among those paying tribute to the guest of honor was Jesse Lasky who, like Wobber, is a native of San Francisco. Lasky characterized Wobber as "the most honorable, the most truth-

(*Continued on page* 6)

H-H-L Negotiating New Deal with Metro

From THE DAILY Bureau

HOLLYWOOD, June 27. – The Hecht-Hill-Lancaster company has nearly completed negotiations to make four pictures for MGM. The deal, reportedly ready to be signed next week when Joseph R. Vogel,

(*Continued on page* 2)

Says Articles on Films Helped Build 'Look'

Under the caption "Movies Help 'Look' Win 6,000,000 Circulation!" the 78th in the series of COMPO ads in "Editor & Publisher," which will appear tomorrow, reprints a letter

(*Continued on page* 2)

Kazan Scores N. Y. Officials' Indifference to Local Film Units

By VINCENT CANBY

New York City motion picture production interests should form a "pressure group" to talk to the mayor and other civic officials about the commercial importance of welcoming film producers here, Elia Kazan, Academy Award-winning producer and director, yesterday told the National Television Film Council at its final luncheon meeting of the season here.

The Council presented Kazan with its annual Accomplishment-in-Films Award in recognition for his "major contributions to film production and in appreciation for his campaign 'to keep 'em in the East.'"

An overflow crowd heard Kazan tell the Council that it "should take a belligerent, active interest" not just in keeping producers in New York but in bringing new ones to the city. "It's to the interest of the people of New York to have a growing industry here," he said, and suggested that the NTFC board undertake to contact city officials "to make them aware of what we're trying to do."

Frankly, he went on, "the last time we worked here we got no help at all from the city." He contrasted this

(*Continued on page* 6)

Hear Two Petitions

New Theatre Called Guide To NT Future

Hearing on Loew's Plea Will Be Resumed Today

National Theatres want to construct a new theatre at Garden Grove, Cal., as a 'pilot' to determine whether or not the circuit should continue to build new theatres or divert its money into other channels, Frederic W. Pride, attorney for NT, told Federal Judge Edmund Palmieri yesterday at a hearing in N. Y. District Court on the circuit's application for a new operation.

The judge also heard arguments on a petition by Loew's Theatres to ac-

(*Continued on page* 7)

Diversity of Subject Marks Warner Product

Diversification of subject matter marks the product lined up by Warner Bros. for summer and fall release, Roy Haines, the company's general sales manager, told district managers and individual sales executives at the opening session of a two-day sales conference at the home office yesterday.

The scope of subject matter in-

(*Continued on page* 6)

Harling's Work at SBA Is Praised by Pinanski

Philip Harling, Theatre Owners of America executive, was highly praised for his work in obtaining promises of greater aid for motion picture interests from the Senate Small Business Committee by Sam Pinanski,

(*Continued on page* 3)

Television Today Page 3

PERSONAL MENTION

BEN MARCUS, president of Allied Independent Theatre Owners of Wisconsin, is a visitor in New York from Milwaukee.

•

JACK ATLAS, of the M-G-M studio publicity staff, returned to the Coast yesterday from New York.

•

LEO F. SAMUELS, general sales manager of Buena Vista, and **JIM O'GARA**, eastern division manager, left New York yesterday for Toronto.

•

JUDSON MOSES, M-G-M Southern field press representative, has returned to Atlanta from New York.

•

ANN VINCI, 20th Century-Fox home office secretary, has announced her engagement to **EDWARD BAUTISTA** of New York.

•

SOL C. SIEGEL, producer, and **GEORGE ENGLUND**, his assistant, are scheduled to arrive here from Hollywood on Monday.

•

DAVID NEWMAN, counsel for Cooperative Theatres of Michigan, and **MRS. NEWMAN** have returned to Detroit following a cruise to European and North African coastal cities.

•

GERRY WIESSLER, manager of the Rialto Theatre, Pleasantville, Pa., is recuperating in Philadelphia following minor surgery.

•

GAYLE SAWYER, Ellis Films secretary, has left here for a six-week tour of Europe.

Truman to Be Speaker At Theatre Centennial

Special to THE DAILY

KANSAS CITY, June 27—A festive program has been arranged for the centennial celebration next Tuesday and Wednesday of the Thespian Hall in Boonville, Mo. The hall, which on Wednesday will reach the 100-year mark, is the oldest existing theatre west of the Alleghenies in continuous use.

A highlight of the two-day event will be the midwest premiere of "Bernardine," with Terry Moore and Richard Sargent, who co-star with Pat Boone in the picture, scheduled to be present for personal appearances and to take part in a parade. Former President Harry S. Truman will be present and will speak at the rededication of the hall on Tuesday night.

EDITORIAL

(*Continued from page* 1)

only, place for the finest entertainment in the best technical forms and in company with one's neighbors and other members of the community.

The theatre needs to be re-sold to the public, re-established in the public's mind, as the first choice and the best bet when in search of entertainment.

A good institutional campaign over a reasonable period of time could succeed in doing just that.

It is, in fact, doubtful whether any business building campaign, no matter how well planned and executed, would be wholly successful without a supporting campaign re-selling the theatre as THE entertainment institution.

Articles on Films

(*Continued from page* 1)

from J. C. Herrick, "Look" executive. He explains why more editorial space in "Look" has been devoted to amusements than to any other category.

The letter says in part:

"When 'Look Magazine' was conceived and launched twenty years ago, we believed entertainment to be a primary interest of most people. Of all forms of entertainment we examined for editorial treatment at that time, we concluded the motion picture was by far the most universally enjoyed by people regardless of age, sex, income or educational levels.

"For twenty years we have never published an issue of 'Look' that did not carry either a 'movie' or a motion picture personality story. More editorial space in 'Look' has been devoted to amusements (15 to 20 per cent) than to any other category. With this policy, 'Look' has grown to be one of the largest (20,000,000 readers) general magazines. This I believe is evidence that the American public still regards the motion picture as an essential form of entertainment."

Israel to 2 Posts

Arthur Israel, Jr., has been elected vice-president of Famous Music Corp. and Paramount Music Corp., it was announced yesterday by Russell Holman, president of these companies. Israel will succeed Bernard Goodwin, who has resigned from all his Paramount Pictures activities to devote his entire time to his position as president of Du Mont Broadcasting Corp.

'Prince' Big in London

LONDON, June 27.—Warner Bros.' "The Prince and the Showgirl" opened at the Warner Theatre here with a gross of $3,175, one of the biggest opening day grosses in the history of this London showcase.

First UA Quarterly Dividend Paid Today

The first quarterly dividend of United Artists since the company became publicly owned on April 25, will be paid today to 3,222 stockholders of record as at the close of business June 14. The total dividend payment is $130,279.45, or the equivalent of 35 cents a share on 372,227 shares of common stock.

No dividend is being paid on the 650,000 shares of Class B Common Stock held by members of the U.A. management group.

New British Agency To Take Effect July 1

From THE DAILY Bureau

LONDON, June 27—The Board of Trade today published a statutory order appointing July 1 as the day on which the British Film Fund Agency is to be established to succeed the British Film Production Fund (Eady Plan) which operated hitherto on a voluntary basis.

Sir Richard Yearsley, distinguished chartered accountant, was named chairman of the Agency. Other members are Sir Henry Gregory, former Board of Trade finance officer and K. D. Cole, well known solicitor. The accountancy firm of J. H. Champness will continue in physical charge of the funds to producers.

'Bernardine' Doing Well

Twentieth Century - Fox's "Bernardine" opened strong in New England yesterday running ahead of "Love Me Tender" with grosses of $1,417, at the Strand, Portland, Me.; $1,390, Majestic, Providence; $1,202, State, New Bedford; and $1,627, Poli, Springfield, Mass., according to theatre reports.

'Love' Scores in L. A.

LOS ANGELES, June 27 – Allied Artists' "Love in the Afternoon" has been held over at the Hollywood Egyptian theatre, and at the RKO Hillstreet in downtown Los Angeles.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
MARILYN MONROE · LAURENCE OLIVIER
IN
"THE PRINCE AND THE SHOWGIRL"
A Warner Bros. Release · TECHNICOLOR®
and SPECTACULAR STAGE PRESENTATION

H-H-L, MGM

(*Continued from page* 1)

president of Loew's, Inc., arrive here from New York, is the lates in a series of independent deal made by MGM.

Four Pacted Recently

Within recent weeks the compan has signed contracts with Aaro Rosenberg, Alfred Zuzsmith, Feue and Martin.

Vogel, coming here for a board c directors meeting at the studio Jul 11 and 12, is expected to announc the Hecht-Hill-Lancaster deal at tha meeting.

IT'S A HIT! in Dallas

TICKETS
S.R.O.

BUT...will it be a hit in your house?

It went over big in Big D . . . but before any show can be a success in *your* house, your equipment must be in condition to roll it perfectly. *Any* show can be a *better* show when equipment performs properly. That's where RCA Theatre Service comes in.

Protect your *equipment and picture investment* with RCA Theatre Service. RCA engineers have an average of 13 years of servicing experience. Let them keep your equipment operating in top-notch condition.

It will pay you to write *now* for complete information!

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PEOPLE

Matt Knighton, formerly manager of the Golden Bough Cinema, Carmel, Cal., has taken over management of Forman Brothers, United Theatres in Salem, Ore. **Lloyd Wirtz,** who has been Salem manager, has taken over management of the North Salem Drive-in Theatre.

□

Rodney Collier, who has been manager of the Stanley Theatre in Baltimore, has been named district manager of Stanley Warner neighborhood theatres in Washington. He is being replaced at the Stanley by **Harry E. Lohmeyer,** who has been in Washington for S-W.

□

Eugene J. Muriarty, formerly advertising and sales promotion manager of WBZ-TV, Boston, has joined WTIC-AM-TV, Hartford, as promotion manager.

□

Jean Imhoff has been named manager of the Playhouse Theatre, Washington, D. C., a unit of Lopert Theatres. Formerly manager of Lopert's DuPont Theatre, **Miss Imhoff** in her new post will replace **Kenneth I. McGuire,** who has resigned to go to Florida.

□

Larry Seidelman has been named Pittsburgh branch manager for Buena Vista, under supervision of **Jim O'Gara,** Eastern division manager. Prior to joining B. V., **Seidelman** was branch manager for Republic Pictures in Omaha and Pittsburgh.

'Tremain' Strong in Hub

Walt Disney's "Johnny Tremain" achieved an opening-day collective gross of $21,600.45 Wednesday, in launching its current Boston multiple first-run break, it was reported here yesterday by Buena Vista, distributor. The break includes 17 theatres throughout the greater Boston area with a combined seating capacity in excess of 25,000. Second day grosses for Johnny Tremain are keeping pace with the first day figure, said B. V.

'Three Blondes' Bought

HOLLYWOOD, June 27—Columbia Pictures today announced that Sam Katz and Joe Pasternak have purchased Pierre Dassete's newly published novel, "Three Blondes," as the third property for their Euterpe Productions. Henry Koster will direct.

Roxy Holding 'Sun'

Darryl F. Zanuck's "Island in the Sun" maintained its fast Broadway pace at the Roxy here with a $100,000 second week, Robert C. Rothafel, managing director of the theatre, reported yesterday. The 20th Century-Fox release holds indefinitely.

Philip Harling

(*Continued from page* 1)

head of American Theatres, in a statement issued yesterday through the office of the Council of Motion Picture Organizations.

"I regret exceedingly," Pinanski said, "that in the rush of business at the close of the COMPO meeting last week, we neglected to pass the suitable resolution giving recognition to Phil Harling's great work. I know that everybody at the COMPO session would have been glad to vote for a resolution expressing the industry's thanks for the invaluable services he performed before the Senate Small Business Committee. With other members of his group, Phil obtained an extension of the committee's loan provisions that will be of great value to theatres, and in other ways made it easier for exhibitors to obtain financial aid from the government.

Sees Whole Industry Aided

"Both the TOA and all other elements of our business are to be congratulated upon the fine work that Phil Harling did in Washington."

Murtha, IA, Hits Pay-TV Calls It Airways 'Grab'

Thomas Murtha, chairman of the 10th district, New York council of IATSE in the State of New York, representing all of the theatrical crafts in the state, and one of the original persons who opposed toll-TV from its inception, has again gone on record with the Federal Communications Commission that it now feels more strongly than ever that any form of toll TV would greatly injure the present status of all of its members, and that the unions are united in their determination to see that this "grab" of the airwaves should not be condoned.

Criticizes Film Council

Murtha further takes issue with the Film Council, which took the position that toll TV would aid employment. "It would have the opposite effect," said Murtha, "if this vicious system is ever permitted."

'Pride' Bows Today

Backed by a record $2,000,000 United Artists promotion, Stanley Kramer's "The Pride and the Passion" is being launched today with simultaneous world premieres at the Capitol Theatre here, the State Lake in Chicago, and the Fox Wilshire in Los Angeles.

Troy Projectionist

ALBANY, June 27. — A Requiem Mass was chanted in St. Joseph's Roman Catholic Church, Green Island, for Joseph M. Thompson, 53, a widely known Troy projectionist, who died at his home in Watervliet. Thompson had been in the booth at Proctor's Troy for 25 years.

Television Today

Still Study Hearings On Banning Toll TV

From THE DAILY Bureau

WASHINGTON, June 27.—Senator Pastore (D., R. I.) said he had not yet decided whether his Senate Commerce Subcommittee on Communications would hold hearings on a pending bill to ban subscription television.

The measure, sponsored by Sen. Thurmond (D., S. C.) has been referred to his subcommittee.

Pastore said he was going to have his staff study whether the full Senate Commerce Committee, during its months of television hearings, had not "adequately covered" the toll television field. If it had, he said, he probably would not hold further hearings. "I don't see any need for going over all the arguments twice," he declared.

To Release Report Monday

Meanwhile, the full Commerce Committee okayed for Monday release a staff report on television networks. Chairman Magnuson (D., Wash.) said the committee had decided not to make it an official committee report but rather keep it as a staff report as were earlier reports.

He said that with this report, earlier reports, and reports still to come from advisory groups and from the Federal Communications Commission's network study group, "we'll have a lot of material by next year to help us make decisions on all these problems."

Ed Sullivan Named To Head TV Academy

Ed Sullivan, TV impresario and former chairman of the New York chapter, was unanimously elected president of the National Academy of Television Arts and Sciences in a meeting of the Board of Trustees. Harry Ackerman, president of the Los Angeles chapter of the Academy, was elected first vice-president; Mark Goodson, president of the New York chapter, is the second vice-president; Robert Longenecker, former vice-president of the Los Angeles chapter, was elected secretary, and Lawrence Langner, treasurer of the New York chapter, treasurer of the National Academy.

The first meeting of the board of trustees, officially activating the National Academy, was held by coast-to-coast telephone using loudspeakers. The board, with ten members elected from each of the two chapters in New York and Los Angeles, will conduct a second in-person meeting within a month in either New York or Los Angeles, for the purpose of creating a common basis for membership classification, and to discuss the Academy's presentation of the next annual "Emmy" Awards telecast.

Reply of FCC

(*Continued from page* 1)

sion in reply sent a copy of its May 23 announcement seeking information about toll TV test conditions. In that announcement it said it had the legal authority to approve toll TV if it found it in the public interest.

Harris shot off another letter saying some of the statements in the commission's announcement indicated it wasn't so sure about its legal authority, and would it please give him all the information on which the commission based its conclusion.

Reply Very Brief, Says Harris

Harris said today he had received a very brief answer from the commission, to the effect that it had reached its decision after reviewing a great deal of written material submitted to it, but that there had not been any formal opinion and that the commission had not stated its conclusions in writing. It added that the commission would prepare a memo on this point.

Terming this "not an appropriate answer," Harris said he was writing the commission to say that any staff memo would be quite unsatisfactory, and that the parties interested in so important a proceeding were entitled to have an official commission opinion made part of the record of the proceeding.

Looks to New Chairman

Harris said he would not decide on any further proceedings after this until he saw who the new commissioner appointed to the McConnaughey vacancy was. He said he understood the commission was now just about evenly split on the toll TV issue, and that the new commissioner could be the crucial vote.

Ready Langford Series

HOLLYWOOD, June 27.—Producer Charles Wick, head of Splendex Enterprises, expects to have the second segment of "The Frances Langford Show," upcoming new $3,000,000 teleseries, ready for showing to prospective sponsors by the end of this week and will plane immediately to New York. Showings have already been arranged by Sonny Werblen, of MCA, agency handling sale of show to national advertisers.

Handley, Gobel in Pact

HOLLYWOOD, June 27 — George Gobel will have Alan Handley producing and directing his one-hour programs, under an exclusive contract arrangement completed with Gomalco.

The Gobel shows, alternating with Eddie Fisher's programs on the NBC-TV network, will inaugurate the season on Sept. 24.

Some countries give a medal for Everything.
Some pictures get a medal from Everybody!

MARILYN MONROE · LAURENCE OLIVIER ·

TECHNICOLOR®

larilyn a comedy
umph with Olivier!
er acting soars to
triumphant peak!
The movie is a
comic delight!
As her co-star
and director
Laurence Olivier
ings out qualities
e of her other films
r summoned. One of
e most gratifying
pictures of
the year!"

. Y. WORLD-TELEGRAM

"Highest rating!
Excellent!
Monroe better
than ever!
Everything in
the picture
is delightful
your eyes dazzle!
Can be recommended
most highly!"

N. Y. POST

"Terrific is
the word . . .
Eye-filling
Marilyn reveals
a delightful
flair for
comedy! Highly
entertaining! You'll
find it great
fun!"

N. Y. JOURNAL-AMERICAN

"'The Prince
and the
Showgirl' is
the season's
sparkling
comedy surprise
thanks to the
magic of Monroe
and Olivier! A
captivating,
overwhelming
impact!"

N. Y. MIRROR

"Great
Fun!
A witty
script
full of
surprises!"

N. Y. HERALD TRIBUNE

"The partnership
of Hollywood's
sex queen and
England's
greatest actor
really pays off!
They're delightful
together and everyone
can now laugh with
them at Radio City
Music Hall."

N. Y. DAILY NEWS

"'The Prince
and the
Showgirl'
is a lot
of fun
any way
you
look
at it--
and you
should!"

CUE

E PRINCE AND THE SHOWGIRL"

NCE RATTIGAN · PRODUCED AND DIRECTED BY LAURENCE OLIVIER · EXECUTIVE PRODUCER MILTON H. GREENE · A FILM BY MARILYN MONROE PRODUCTIONS, INC. AND L.O.P. LTD.

WARNERS
HAVE THE BIG SMASH
(in the big New York heat)
AT RADIO CITY
MUSIC HALL!

Kazan Scores

(*Continued from page* 1)

"official" attitude with that of other location spots in which he had worked in Arkansas, Texas, Mississippi and Tennessee, where the city officials and chambers of commerce could not do enough for the film people.

Lauds Production Crews

Kazan praised the New York crews with whom he had worked on his last two pictures, saying that they were "equal in technical talent and superior in enthusiasm" to their West Coast counterparts. He warned too that the West Coast industry is doing everything in its power to lure all production activity to that area. "They have money, power and influence which they aren't afraid to use," he said.

Other speakers at the luncheon included George Justin, production manager on Kazan's productions of "On The Waterfront" and "A Face in The Crowd," and Joey Adams, television personality. Dr. Alfred E. Goldsmith, president of the Council, presided at the luncheon.

Diversity of Subject

(*Continued from page* 1)

cludes romantic comedy, adventure, dramatic musical, action, science-fiction and musical comedy.

Seven through Labor Day

Product scheduled for release through Labor Day includes "The Prince and the Showgirl," "Band of Angels," "The Pajama Game," "The Rising of the Moon," "The James Dean Story," "The Curse of Frankenstein" and "X the Unknown," Haines said.

He also announced that product scheduled for post-Labor Day releases includes "The Story of Mankind," "Sayonara," "The Helen Morgan Story," "With You in My Arms," "Darby's Rangers," "No Sleep Till Dawn," "Black Patch," and "The Black Scorpion."

Taplinger to Talk Product

At the meeting today merchandising programs for the new product will be outlined by Robert S. Taplinger, vice-president and director of advertising and public relations; Gil Golden, national advertising manager; Meyer M. Hutner, national publicity manager, and W. W. Brumberg, head of the field exploitation staff.

Exhibitors Aid Defeat Of 2 Bills in Illinois

Special to THE DAILY

SPRINGFIELD, Ill., June 27 Alert exhibitor opposition contribut to the defeat of two important bi in the state legislature this week. House Bill providing for a minimu wage of 75c per hour for all e ployees in the state, was defeated the Senate Committee on Industr Affairs committee. Appearing befo the committee on behalf of the m tion picture industry were: Ral Lawler, Peoria, president of the Un ed Theatre Owners of Illinois; Geor Kerasotes, Springfield, UTO chairm of the board, and Duncan Kenne Chicago, head of Publix-Great Sta Theatres.

Censorship Measure Killed

Another House Bill providing f county censorship of films and oth entertainment was defeated by a cl vote. Appearing before the Licen and Miscellany Committee of the Se ate on this proposed legislation we Kerasotes and J. B. Giachetto, Frisi Amusement Company, Springfie Also active on behalf of the thea interests was Jack Kirsch, Allied Th atres, Chicago.

Although not completely "dead" sues, it is considered unlikely that fu ther action can be taken on the bills this session, which is schedul to adjourn tomorrow.

Herman Wobber

(*Continued from page* 1)

ful, the finest character the moti picture industry has ever had."

Wobber entered show busin when he built a nickelodeon here 1907. In 1912 he arranged a d with Adolph Zukor and Famous Pl ers Company to star Sarah Bernha in "Queen Elizabeth," the first f ture length film. In 1941 he resig after nine years as 20th Century-F general sales manager to return the city of his birth in a lesser pacity for the firm.

Quota Pleas Down

LONDON, June 27—The Board Trade has received 794 applicati from exhibitors for relief or exempti from quota in the year beginning tober 1. At this time last year th were 841 applications. The board c culated some 3,700 relief exempti forms to exhibitors early in May this year.

KIM NOVAK
JEFF CHANDLER
CO-STARRING AGNES MOOREHEAD

with CHARLES DRAKE • LARRY GATES • VIRGINIA GREY • GENE LOCKH
Story by DANIEL FUCHS • Produced and Directed

ew NT Unit

(Continued from page 1)

re a new theatre just north of ami Beach, Fla. Decision on the petition was reserved and the ew's hearing was adjourned late terday until 11 A.M. today.

NT's Difficulties Described

Pride told the court that the Na- nal circuit has been experiencing ficulties because of competition m television and drive-ins, as well a lack of parking space for pa- ns' cars. With the new theatre, circuit would be able to meet ve-in competition, he said, and uld have adequate parking facili- s. There would also, he contended, "no restraint on trade involved" the nearest theatre was "an old l antequated one which plays sub- quent run product."

Opposition to the National request s expressed by Cecil Zinnicoff, of Southern California Amusement ., which is presently constructing new theatre two and half miles m the proposed NT site. He gued it would be impossible for n to compete with the National cuit for first run films as the latter uld have an "economic advan- ge." The number of theatres in the ea is not a factor—only the prod- t situation.

Government to File Brief

The government, represented by aurice Silverman, of the anti-trust vision of the Department of Jus- e, had no opposition to offer. The dge then reserved decision in the se, saying the government should ke a stand and requested Silver- an to submit a brief within a week 10 days.

A representative for Loew's Thea- s in its case argued for the new quisition on the grounds that the osest drive-in theatre was three iles away and the first indoor house e miles distant.

Speaking for the government, Sil- rman said it is not opposed, as e nearest theatre the circuit owns the vicinity—the Riviera in Coral bles—is "far enough away."

Wometco Objects

Opposition to the Loew's petition s presented by Monroe E. Stein, torney for Wometco Theatres. He id that Wometco did not want ew's to come into the area but it were allowed to it should be der the condition that the theatre as a subsequent run and not be permitted to bid for first run product.

He charged that where Loew's had bid in other situations film prices in the area went up.

Similar objections that the new Loew's theatre could result in "restraint of trade" were expressed by E. M. Loew, operator of the Gulf Stream Drive-in Theatre and the Miami Theatre.

REVIEW:

The Abductors

Regal Films—20th-Fox

The U. S. Secret Service was hard at work tracking down counterfeiters as far back as 1876, according to this film, which a foreword states was based on an actual case. A plot to steal the body of Lincoln from its tomb in Springfield, Ill., also figures in the action, giving exhibitors two unusual angles to exploit. And for marquee names there are those two inveterate villains, Victor McLaglen and George Macready.

In this period cops-and-robbers piece, which was filmed in the Regalscope process, the stars play a pair of would-be counterfeiters whose only access to engraving plates is through a cohort in Joliet prison. When they fail in one scheme to free this fellow—an attempted abduction of the warden's daughter—they hit on the idea of stealing Lincoln's body in order to force the governor to grant their friend amnesty.

The secret service is in on the plot almost from the beginning, which dissipates the picture's suspense—although the climactic scene in which the villains actually break into the tomb at night has an eerie quality. For the rest, however, "The Abductors" talks more often than it moves, and walks more often than it runs. It also lacks sufficient humorous relief.

Ray Wander produced his own script, which was directed by Andrew McLaglen.

Running time, 80 minutes. General classification. Release, in July.

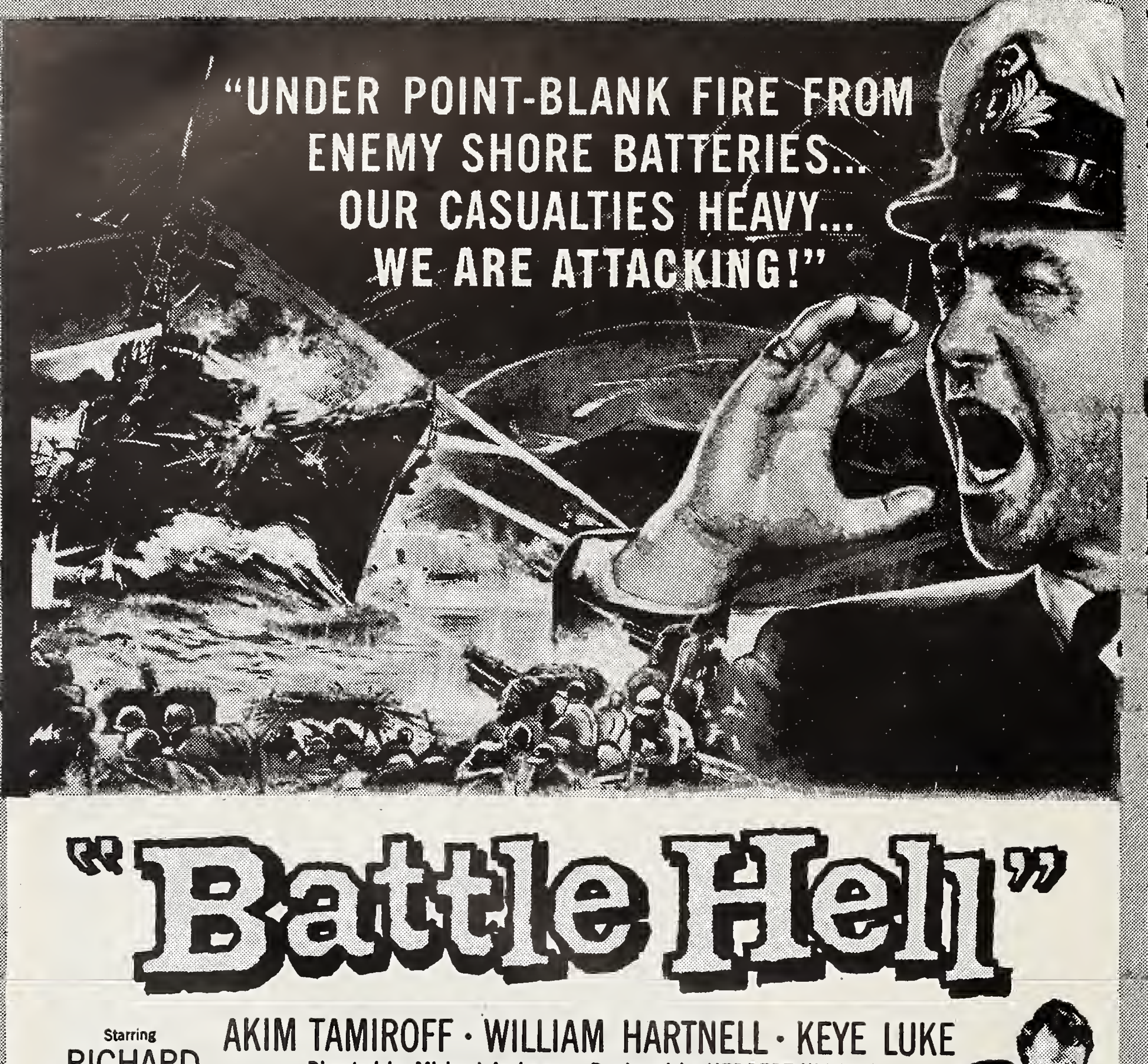
RICHARD GERTNER

European Firm Formed

Henry Newman, formerly with the United Artists foreign department and now visiting in New York from Germany, yesterday disclosed his formation in Europe of Film Import G.M.B.H., a distribution organization for Germany and Austria, specializing in the handling of independently produced U. S. films. Six pictures are currently scheduled for release.

IN GEORGE SIDNEY'S
Jeanne Eagels
en Play by DANIEL FUCHS • SONYA LEVIEN and JOHN FANTE
RGE SIDNEY • A COLUMBIA PICTURE

Top Theatres Are Playing
DCA'S BIG-ONE!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ENEMY SHORE BATTERIES...
OUR CASUALTIES HEAVY...
WE ARE ATTACKING!"

WASHINGTON
RKO Keiths

SAN FRANCISCO
Golden Gate

LOS ANGELES
State & Egyptian and 8 Top Pacific Drive-Ins

PHILADELPHIA
Mastbaum

HOUSTON
Majestic

OKLAHOMA
Criterion

AUSTIN
State

SEATTLE
Music Box

MILWAUKEE
Alhambra

ATLANTA
Rialto

GALVESTON
State

"Battle Hell"

Starring
RICHARD
TODD

AKIM TAMIROFF · WILLIAM HARTNELL · KEYE LUKE
Directed by Michael Anderson · Produced by HERBERT WILCOX
Screenplay by Eric Ambler · A Wilcox-Neagle Production

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